

November 1943

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CONSUMERS' RESEARCH

Bulletin



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CONSUMERS' RESEARCH



Vol. 12 • No. 5

BULLETIN

November 1943

Off the Editor's Chest

IT IS GETTING TO BE the fashion to discuss Post-War plans, policies, methods of production, and distribution, and especially the nature of new products, which some writers would have us believe are to be veritably magical, like nothing we have ever dreamed of before. Journalists must have something with which to fill the Sunday supplements, and a little Jules Verne speculation as to what the consumer will be able to buy, when factories are again making civilian goods, will perhaps stimulate some undiscovered Thomas Edison or Charles P. Steinmetz to greater feats.

Design and production engineers, however, who are closer to the realities of the situation than the imaginative journalists and advertising men believe that important appliances, such as washing machines, refrigerators, electric irons, vacuum cleaners, gas and electric stoves, heating plants, and automobiles, will be essentially the same after the war as the 1941 and 1942 models, the last made before production was stopped for manufacture of munitions of war—or just stopped, because the government cut off the supply of materials. The really big question is, *when* will production be resumed—not what new forms are household and transportation equipment and appliances to take.

There is quite a struggle reported to be going on at present between one group of government officials who hold that at least a limited number of essential household articles such as refrigerators and electric irons must be produced as soon as possible to keep the home front from bogging down seriously and prevent absenteeism on a wide scale in important

war plants, and an opposing group who hold that since England gave up production of most everything of that nature, we should too. One newspaper has shrewdly pointed out in rebuttal to this sort of argument that England is being supplied with items on which she has stopped production, by Lend-Lease from U.S.A., and that there is no one who can take care of *our* people in that fashion. Be that as it may, whether important items essential to consumers' and the taxpayers' welfare are to be made available will depend somewhat on how clearly the public is able to analyze the problem and make its demands known in articulate, effective fashion.

The policy of business concerns in former years was often to charge all the traffic would bear for certain kinds of products; indeed, it was the established rule in merchandising to set very high at first the price of a new and much needed product, an electric range or refrigerator, for example, so as to skim the cream off the market. Then when the market was pretty well exhausted at that price the manufacturer would bring out a new model at a lower price to catch the next income level. The profits at both the new and the old price were very often more than ample to cover all needed research and development work. Since many appliance manufacturers followed such policies in relation to their public, consumers came more and more to look upon investigating and prosecuting agencies of the government as their champions to protect them from anti-consumer practices, including the

(Continued on page 24)

Scientific and Technical Experts and Editors: F. J. Schlunk, R. Joyce, M. C. Phillips, A. R. Greenleaf, and Charles L. Bernier. **Editorial Assistant:** Mary F. Roberts.

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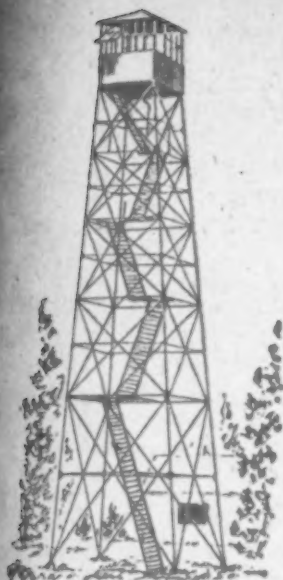
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The Consumers' Observation Post

WHAT WE ARE FIGHTING FOR—from the consumers' point of view—was well summarized recently in an advertisement of a New York department store for War Bonds. The store aimed to sell two million dollars' worth of bonds, and if good copy writing could do the job, it certainly deserved to achieve its goal. The little things that add up to "a mighty big reason for us all to pitch in to win this war and win it quickly," read the advertisement, include "a steak for every frying pan," "good heavy whipping cream to top off luscious desserts," "hunks and hunks of butter to

bring out the real personality of a baked potato," "laundry back the same week," "a bureau drawer overflowing with nylons," and a "drive to Maine or even California." The advertisement very well makes the point that the so-called little things sometimes add up to a bigger total than people realize.

* * *

JEWELRY AND WATCHES are reported to be in heavy demand for Christmas presents. Indeed, one trade authority predicts that by Christmas Eve most jewelry stores and jewelry counters will be cleaned out of all but the highest-priced items and those which fail to capture the public's fancy. Men's belt buckles, tie clasps, and cuff links of sterling silver or other metals will also be in short supply and, for the most part, higher priced. Cultured pearls, a once popular gift, are already practically non-existent. Anyone planning to buy some particular item of jewelry or a timepiece had better start looking before the peak of the Christmas rush is reached.

* * *

FILLERS, STRETCHERS, AND EXTENDERS are being widely featured in food columns and food advertisements as a means for making small portions of scarce items go farther. Where the use of such substitutes is declared on the label or otherwise made known to the consumer, no deception is involved. The California State Department of Public Health warns, however, that increased vigilance is needed to make certain that the regulations governing proper labeling are duly observed in all cases. The Department has found "cinnamon" composed of a cereal base flavored with oil of cassia, and "cocoa" consisting entirely of pulverized cocoa hulls (which are generally marketed as animal feed). A "hamburger mix" consisting of cracker crumbs, dehydrated vegetables, and flavor was correctly labeled, but if this were used by a hamburger stand or restaurant to stretch hamburger steak or other ground meat, the resulting product, pointed out the Department's bulletin, would be considered a petty fraud.

* * *

PLASTIC SOLES would have a field day were it not for the fact that most of them require use of critical materials. Union Carbide & Carbon Corp. makes a Vinylite sole, and the Gold Seal Shoe Co. of Boston has developed a plastic sole which is claimed to wear ten times better than leather. Competing with plastic are such developments as "sylon" soles, made by the A. Sandler Shoe Co. for play shoes, by coating a specially-made fabric with a plastic material. Some shoe men point out that soles of certain types of plastic do not remain firmly attached to the upper and are hot on the feet. Whether plastic soles will be found on post-war shoes when leather is again plentiful remains to be seen.

* * *

ORANGES, according to present plans, are to be included in the food price rollback program. If the rollback affects the marketing of citrus fruits as it did butter, there will be few if any oranges to be found on the market, in due

time. Prices are high now and the present method of government price-fixing is so complex that one trade journal in discussing it refers to a "legal black market" in oranges. It appears that some brokers cut their profit-margins below those fixed by the OPA in order to get supplies by increasing the price to the growers. Apparently this is wrong under the current system of economic controls, which reminds one strongly of the NRA epoch, when an efficient or enterprising businessman selling at lower prices than some of his competitors was called a "chiseler." The dealer, it seems, must charge no more and no less than the OPA decrees on each transaction and really should not try to do business efficiently by cutting his margins and making up for the difference by increasing his turnover according to the old-fashioned or American method of doing business on a basis of competition in prices and service. To add further to the confusion, the government recently won a case against 16 citrus concerns as the result of which each one was fined for conspiring to fix and control prices, while the OPA itself was actively setting selling prices and requiring dealers to sell at such fixed prices. No wonder the average housewife doesn't understand what "black market prices" are. Even the government's own economists and lawyers confess their inability to define the term in a definite airtight fashion.

* * *

FILM NEGATIVES may be filed successfully in transparent envelopes, but care should be taken to make sure that the seam of the envelope is not on the emulsion side of the negative, advises a photographic trade journal. Certain pastes or glues used on the seams contain ingredients which may in time react on the negative and ruin it.

* * *

ORANGE AND GRAPE FRUIT JUICES do not lend themselves to canning—a point to have in mind if there are any housewives in the regions where citrus fruits are available in abundance who have considered stocking their shelves with ready-to-use citrus juices. It appears that both of these juices canned in glass jars change color and develop off-flavors in a few months' time. Scientists have as yet discovered no means for preventing this deterioration.

* * *

PRICES AT WHICH FARM COMMODITIES are actually sold in the wholesale food markets of New York City, Buffalo, Rochester, Syracuse, Newburgh, and Albany will continue to be reported accurately over the radio and in the market pages of the newspapers whether or not they are out of line with OPA price ceilings, according to a bulletin from New York State Bureau of Markets. The OPA has attempted to make market reporters act as informers and prosecution witnesses on price-ceiling violations. The State, however, has instructed its market reporters to keep their sources of information confidential in order to protect the integrity and accuracy of their price reports, so that they may continue to give a true picture of market conditions, which is the service the Bureau of Markets was set up to perform for New York's taxpayers.

* * *

HOME DEHYDRATORS are beginning to be a political liability on the home front. Ten manufacturers have withdrawn from the program and four others have requested permission to have their original quotas reduced. The original responsibility for the whole scheme is laid at the doorstep of Rural Electrification Administration officials and the brief whirl given the home dehydrators was stimulated largely by wartime food production faddists, according to an analysis by one of the business journals.

* * *

ABSENTEEISM AND SLOWING UP OF PRODUCTION is caused in a number of cases by the inadequate supply of meat—if reports from workers themselves correctly diagnose the situation. One writer to a New York paper pointed out that in her section where a big defense plant is located there had been no meat, butter or other fats, and no cheese in the stores for ten days. Chickens were also reported to be difficult to obtain because the farmers, naturally enough, were keeping them to lay eggs. What the War Manpower Commission might try—instead of talking about setting up a system of forced labor—is to mobilize the steers, dairy cows, and chickens for market, to provide the kind of food that makes a man turn out work with vigor, dispatch, and efficiency. But probably that's too sensible and simple a suggestion to make the Monday morning headlines.

(The continuation of this section is on page 29)

Let Him Buy It at the Post Exchange

SERVICEMEN come in for a lot of attention these days—which is as it should be—but in our attempts to show the men in camps and at overseas posts how much we appreciate their sacrifice it is wise to use some discrimination and good judgment. Newspapers and magazines are continually presenting suggestions on what gifts are most needed and most desired, whether for Christmas or other times. Stores are full of khaki and navy blue “gifties” of the sort that father used to get for Christmas and tucked in the back of his bureau drawer because he had no earthly use for them.

It is difficult for some of the folks at home to realize just how little space a soldier has for his belongings. Even a spare shoe-shine kit may be an encumbrance under some circumstances. There are certain items, however, that have little bulk and that stand high on nearly every poll taken of Army and Navy preferences. Many of the preferred gifts are scarce items such as watches, fountain pens, flashlights, cigarette lighters, razor blade sharpeners, and portable radios.

Other presents rated “Swell” in a survey made by the *Department Store Economist* in September 1942 included cigarettes, pipes and pipe tobacco, regulation shirts and socks, stationery, sewing kits, polarized sun glasses, extra “G.I.” (government issue) caps of the proper branch of the service, and leather wallets. All are very practical articles, and yet the home folks may find it necessary to put in a good deal of time looking for brands that will give good service.

For the benefit of consumers who wish to shop for such items, lists of *CR Recommended* makes or brands are given throughout this article. The inclusion of a maker's name in connection with a product which is listed does not necessarily imply that purchases can be made from the manufacturer, for in some cases stocks are no longer available except as they may be located by a diligent shopper, and manufacturers under present conditions are much less than normally able to tell the consumer where their product can be purchased. Even the makers of the most expensive fountain pens are unable to give the name of the retailers where their product can be bought at the present time. Watches have been given more space than other items because watches of good or even moderately good quality are most difficult to locate. It should be noted that jewelry, and fountain pens having precious or imitation precious metal beyond that required for necessary functioning, carry a 10 percent excise tax.

Please don't write and ask us where you can get any of these hard-to-find items. While we may be able to give useful suggestions in some cases, no one can tell you, under present conditions, what store you can find a given item in, for a good many of the best known brands are now practically unobtainable in some cities and will often call for diligent shopping even in big cities, where on the whole stocks of expensive or valuable items are better. In other words, to buy a particular fountain pen or watch of an especially treasured type or brand

Avoid Unknown Brands

With respect to watches, it cannot be too strongly emphasized that a very large part of the watches now being sold to military men and women is of very poor quality. Watches now being sold at \$40 or \$50 or more are quite often no better than watches which in the pre-war days were selling at \$10 to \$20, and which found few buyers because they were usually completely unknown brands or brands generally regarded as second rate. Many of these inferior watches have been “dressed up” to look like the finest watches by being put into cases that are extremely attractive in appearance.

may just mean coming across a lucky find in some out-of-the-way shop where turnover is slow. And that leads up to the point of this story—why don't you send your favorite soldier the money and let him buy his present at the Post Exchange.

The Post Exchange, better known as PX, has received considerable publicity in the past few months so that nearly everybody knows that it is the soldier's ice cream parlor, and general off-duty hang-out. Each Army camp in the United States has several PX's which carry nearly everything a service man is likely to need in addition to the G.I. items supplied him by the Army.

These exchanges are set up and run by the Army Exchange Service which is a recognized and important part of the War Department's activities. By this set-up the Army has direct control over the products sold, and their prices. Thus it hopes to avoid the bitter criticism of the canteens operated in World War I by welfare organizations

Razor Blade Sharpeners

These were the only two of 10 tested that were found worthy of recommendation:

Twinplex (Twinplex Mfg. Co., 1800 Roscoe St., Chicago) Models at \$1 and \$2. \$1 model fully satisfactory.*†

Handy Andy Velvet (Velvet Strop-per Co., 995 Market St., San Francisco) \$1.*

because of the high prices which they charged for their merchandise in many cases. The maximum net profit for Post Exchanges is 7½ percent, and the profits all go back to the men in one form or another.

The overhead costs of staffing and running the Exchange must, of course, be covered and provision made—in the case of overseas Exchanges—for replacing stocks destroyed by

Double Edge Razor Blades

Dublekeen (General Blade Co., 7 W. 22nd St., New York City) 10 for 30c.

Master Cutler (Edwin Jay, Inc., 19 W. 34th St., N.Y.C.) 25 for 50c.

Thin-Flex (General Blade Co.) 100 for \$2.50.*

enemy action. One PX turns its profits over in cash to the various company commanders for disbursing as they see fit. With such funds, one company rented a swimming pool, another furnished a day room and used the monthly income for parties and for orchestra hire. Post Exchanges, as a rule, follow a policy of low prices rather than high dividends so that each individual soldier who buys will benefit at the time of purchase. Incidentally, purchases at the Post Exchanges may be made by military personnel and mem-

In the lists of recommended products, a star (*) is used to indicate names of products which are especially good, usually at a low or medium price. In some cases a dagger (†) is used to indicate a product which recent market surveys have indicated is particularly difficult to obtain at the present time.

bers of the armed forces of the Allies of the United States, but civilians working at a particular post may buy only items that may be used or consumed while they are on duty.

What can the serviceman buy at his PX? In addition to soft drinks, ice cream, peanuts, candy, chewing gum, and cigarettes, representative stocks for exchanges in the United States may include cosmetics and toilet supplies, razors and blades, stationery, fountain pens, luggage, flashlights, hand luggage, knives, sewing kits, sun glasses, towels, watches, watch straps. In fact, nearly every item that has appeared on the various soldiers' "want lists" is available at the PX.

The particular brands that

Cigarette Lighters

*Zippo**†

*Evans**

Ronson

officer's ability to get delivery on what he orders and partly by what the men ask for. At one Post Exchange, what items are to be carried, what brands are to be stocked, and what items should be eliminated are determined every three months at a meeting of the non-commissioned officers. Meetings are also held as soon as a new outfit moves into camp, for brand preferences of the boys from Missouri, for example, are often very different from those of an Illinois division. Another exchange asks its girl clerks to write down everything asked for that is not stocked and these slips are carefully checked over at the end of the day.

If enough CR readers in an Army Camp want a particular brand stocked which they know to be of especially good quality or serviceability, it will be made available, if possible, if a sufficient number of persons ask for it. It should be pointed out, however, that Exchanges in the United States are not entitled to preferential treatment in obtaining supplies except on items deemed necessary to soldier morale, such as candy, soft drinks, ice cream, tobacco products, certain toilet articles, and equipment cleaning kits, so that items that are in short civilian supply cannot be expected to appear in abundance at PX's as if by magic.

As to gifts from home, such as letters, snapshots, favorite home-made cookies packed in a stout container are treasured as manna from heaven. Send your soldier an extra fat letter

Flashlights

TUBULAR-TYPE

Bright Star, \$1 without batteries.*

Eveready 2251. 80c without batteries.*

Eveready Industrial 1251. \$1.95 without batteries.

LANTERN-TYPE

Delta Juniorlite. \$1.89 without batteries.

Delta Powerlite (requires special 6-volt lantern battery). \$3.35 without batteries. 50c extra for adapter to use 4 size-D cells.

are carried are determined partly by the particular exchange

of news about the home folks and a check or money order for a fountain pen, watch, fatigue cap or other needed paraphernalia and let him buy his gift at the PX. He'll enjoy it just as much and it will cost less than you would pay for it, will often be of better grade or more suitable type. Popular brands of cigarettes, for example, usually sell for 12½c a pack, and overseas where no tax is paid they sell for 5c at the PX.

It's a little late to be thinking of presents for men overseas, but they too can be sent money for purchase of gifts by U.S. postal money order. A special purchase of a million cigarette lighters was reported

Fountain Pens

*Esterbrook**

Sheaffer

Waterman's Ideal

Waterman's Ink-Vue

The Parker 51 fountain pen (\$12.50 and up) is extraordinarily popular at the present time, but stocks everywhere are at a minimum. A pen with similar features, although not so much sought after at this time, is the *Sheaffer Triumph* at \$12.50. Good stocks of the *Sheaffer* pen are not difficult to find.

in May 1943 to have been made for sale to overseas troops so that the soldier over seas may be able to buy certain items hard to find at home. In some theaters of war, however, the supplies of cigarettes and candy are so short that they have to be rationed; in other sections many things can be bought.

Then, too, there is a wealth of jewelry, and all the jewelry and artistic treasures of the Eastern World are to be found in the Cairo and other Middle East bazaars. Items most difficult to obtain in that area are

Railroad Men's 16 Size American Pocket Watches

Elgin—B. W. Raymond. 21 and 23 jewel.

Hamilton 992, 21 jewel; 950, 23 jewel.

Waltham-Vanguard. 23 jewel.

Ball. 21 and 23 jewel.

Wrist Watches, American and Swiss

Elgin. 15-jewel, \$24.75 to \$29.75; 7-jewel, \$21.75.* Women's wrist watches, 15-jewel, \$24.75 to \$29.75.

Girard-Perregaux. \$37.50 to \$40.* Women's wrist watches, 17-jewel, \$28 to \$45.*

Hamilton. 17- and 19-jewel, \$37.50 to \$52.50.* Women's, 17-jewel, \$40 to \$60.*

Waltham. 17-jewel, \$28.50.*

Additional Brands

In view of the extreme shortages of watches of high grade, the following additional brands which were rated *B. Intermediate* in the November 1941 BULLETIN are also suggested; any of these would be very much more desirable for purchase than any watch of unknown or little known name. (Prices shown are those applying in November 1941.)

Bulova. 17-jewel, \$24.75 to \$37.50; 21-jewel, \$39.75. Women's wrist watches, 17-jewel, \$24.75 to \$39.75; 21-jewel, \$42.50.

Croton. 7-jewel, \$8.75 to \$16.75.*

Gruen. 17-jewel, \$29.75 to \$50.

Westfield (Bulova). 7-jewel, women's wrist watches, \$17.75; 17-jewel, \$19.75.

Watches, Top Grade (Swiss)

Touchon, International, Jules Jurgensen, Audemars Piguet, Omega, Longines, Zenith, Nardin, Vacheron & Constantin, Patek Philippe, Movado, Agassiz.

metal insignia and buttons, good fountain pens, and leather watch straps or metal bracelets of good quality. American fountain pens are highly prized

by the residents. The deluxe variety, particularly, such as *Parker 51* and *Shaeffer Triumph*, are often more valuable than money in helping to secure goods or services. On the other hand, Swiss watches are readily obtained in the Mediterranean area. Many enterprising PX managers add native goods to their stocks, depending on the area, such as grass skirts and shell necklaces, ivory figurines, silver filagree jewelry, and cigarette cases that find ready sale to the troops as gifts for the home folks.

If you are lucky enough to be able to find a good fountain pen, a cigarette lighter, a flashlight, a razor blade sharpener, or a wrist watch of first-class make, with Cordovan leather strap or strong metal link bracelet, or some other item highly treasured or greatly needed by a service man, by all means get it for him. But if you do not have access to or time to canvass big city markets, consider sending him the money to buy his own gift. It will be far better than to get him some-

Portable Radio Sets

(These will be hard to find)

Emerson, Model 427. \$24.95.†

General Electric, Model LB-530X.

\$50. This model, although difficult to buy at the present time, would be particularly desirable since it uses a rechargeable storage battery, whereas the replacement dry batteries used in other makes of portable sets (which must be thrown away when no longer serviceable) are practically unobtainable at present.*†

Philco, Model 42-842. \$32.50.†

Zenith, Model 6 G 601 M. \$34.95.†

thing he can't use to advantage, however much he appreciates the sentiment behind it. The Army can't travel with excess baggage.

How to Check Your Heating System

CHECKING THE CONDITION of the heating system should be a matter of routine for every householder. Unfortunately this job is often put off during late summer or the early fall, when it is best done; then when the time arrives for starting the furnace, it is considered too late, and like as not the job does not get attended to at all. Nevertheless, even though the heating system may be in operation, it should be gone over carefully and any defects or signs of deterioration that are found promptly corrected. This year, with fuel shortages imminent, it is more necessary than ever to be sure that the heating system is in first-class condition, in order to avoid inefficiency in operation and waste of fuel that will be much harder than usual to get in the needed quantity. Besides in many homes the member of the household who formerly took care of the heating system may be away in the armed forces or away from home a large share of the time, or working longer hours, or otherwise unavailable, so that the operation of the system will be in less experienced hands.

Some of the advice which follows may seem "old stuff" to many, but on the other hand, many of the simplest and most obvious things that should be taken care of are often overlooked by the most careful householders. While each defect may contribute only a small amount to fuel waste, they often add up, when taken collectively, to a sizeable total of lost efficiency and wasted fuel.

The Anthracite Industries Laboratory of Primos, Delaware County, Pennsylvania, in

an interesting leaflet "How to Cut Your Coal Bill and Eliminate Heating Trouble," reports that faulty heating equipment, that has not been properly cleaned and prepared for the heating season, is responsible for at least a 10 percent waste of fuel, and incorrect firing and banking methods and improper fire control will cause considerable additional losses of fuel. Lack of insulation and other weather-proofing of the house can cause wastage of as much as 50 per cent of the fuel used, as pointed out in CR's October 1943 BULLETIN, so that altogether the loss of heating efficiency can account for prodigious wastes of fuel in a time when both the fuel itself and the transportation facilities to handle it are far below normal.

Chimneys

One of the most important requirements for a boiler or furnace is that it have an adequate draft. Very often chimneys which are obstructed by the presence of nearby trees, roofs, etc., will not give satisfactory draft under certain weather and wind conditions. If your chimney is in this class, either the obstruction should be removed, where that is practicable, or the chimney should

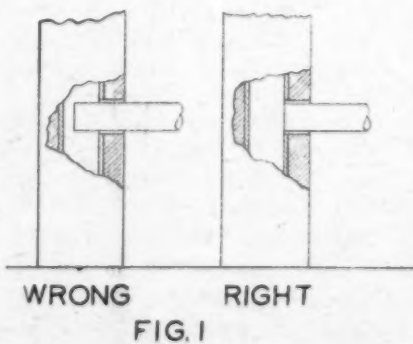
be built up so that it is at least three feet higher than the nearest such obstruction.

Many chimneys have a clean-out opening or door in the basement or on the outside of the house, and quite often these permit a great deal of cold air to leak into the chimney, which may very seriously interfere with the draft. All such openings should be inspected and if found to be leaky, seal the cracks with furnace- or asbestos-cement, obtainable at hardware and heating-supply stores.

Best draft conditions reliable in all weathers are obtained only when each piece of heating equipment has its separate chimney flue. In many houses, particularly where re-modeling has been carried out, a separate hot-water heater will often use the same chimney as the heating system. In many cases the boiler or furnace supplies the domestic hot-water supply in the winter and thus during cold weather the separate heater will not be used. At such times, it is vitally important that the turn damper in the connecting smoke-pipe of the unused heater and all drafts of that heater be completely closed.

Smoke-Pipe

Draft can often be greatly reduced by the incorrect entry of the smoke-pipe into the chimney. (See Figure 1.) The smoke-pipe should not extend *into* the chimney; its end should be flush with the inside wall nearest the opening. The smoke-pipe should also be as short as possible and have an upward slant or pitch, and have no unnecessary elbows.



The Furnace or Boiler

In hot-water, steam, or vapor systems, the water should remain in the system, year in and year out (unless necessary to drain during a period of absence to prevent freezing), but a small quantity of the water should be drawn off from the boiler to remove any sediment or loose scale that may have accumulated at the bottom of the boiler; the boiler should then be refilled to the proper level. This should be done before starting up the boiler, or at least when the system is cool (so that the liquid in it will be quiescent). With the boiler in operation and under a good draft, an unsteady or fluctuating water level in the gauge glass usually indicates that oil, grease, or greasy dirt is present. As this is lighter than water, it will float on the surface, and unless the boiler is equipped with a clean-out plug at or near the water level, it can only be cleaned from the system by completely draining it (with the fire out, of course) and then refilling.

Air Leaks

Basements in many houses are very damp during a part of the spring and summer months. For this reason, the joining or closing surfaces of boiler doors and dampers, unless protected with a coating of grease, will often rust so badly that it will be impossible to close them tightly. Unless this situation is corrected, considerable quantities of fuel may be wasted, since the excess air that is admitted through leaks above the fire-bed must be heated up uselessly and then discharged into the flue and up the chimney. Leaks below the fire interfere with proper regulation of the burn-

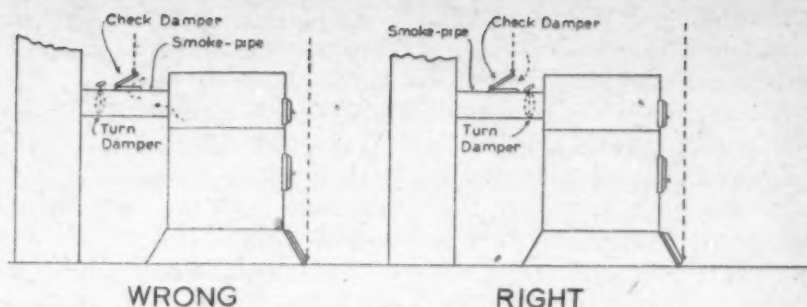


FIG. 2

ing-rate, and so also cause waste of fuel. Remove the rust by brushing the surfaces affected with a wire brush and then scrape (an old file suitably ground on the end makes a good scraper) until a good fit is obtained. Don't scrape too much, or a permanent poor fit and resulting leak may be produced. Use a lighted candle to test for other air leaks around furnace base castings and pipe joints and elsewhere, and around smoke pipe and chimney connections; do this when there is a good fire burning and the drafts are all closed. If the flame of the candle is drawn in at any of these places, an air leak exists and it should be sealed with furnace- or asbestos-cement. If doors or dampers are warped so that they are prevented from closing snugly, they should be made to fit, or replaced. In warm-air systems, it is important that joints and cracks in the furnace casing, bonnet and warm air ducts be tightly sealed, to keep cellar dust and smoke from being circulated through the house. This can be done by applying strips of asbestos paper, about 2 inches wide, dipped in a thin liquid paste made from rice flour, over the joints. Do not try to cover sheet metal away from the region of the joints, for asbestos paper covering over warm-air ducts will increase the losses of heat from

them to the air of the room. The joints of the castings of a warm-air furnace should be reset with furnace cement every three or four years (if the furnace is of cast-iron). Otherwise serious air leaks may develop.

Grates

Grates should be examined carefully, and if warped or parts are broken out, they should be replaced. A broken or badly warped grate can waste considerable quantities of coal.

Dampers and Damper Controls

Check that all drafts and dampers work freely in all positions. Very often drafts and dampers stick due to rust or accumulation of dirt and ashes, and a common failing is that a draft or damper will fail to close completely under the force available. The bearings they turn in should be cleaned if necessary so that when the thermostat calls for a change, the draft or damper will settle down fully and surely to its proper contact surface. The turn damper too, may call for attention; sometimes this may have slipped on its shaft and be partly open when it appears from the position of the handle on the outside that it is closed. This point should be checked when the smoke pipe is taken down for cleaning. A very com-

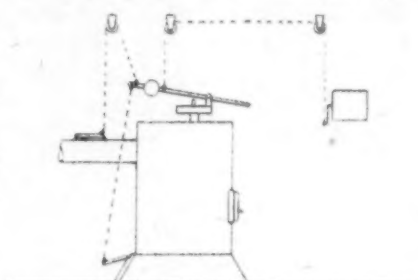
mon mistake of heating plant installation puts the turn damper between the check damper and the chimney. This position is wrong, and unsafe, as it can permit carbon monoxide or chimney gases to leak into the house in certain damper and draft positions, especially under conditions when the chimney draft is not good. (See Fig. 2.)

There are two methods which should never be used for regulating a fire in a household heating furnace or boiler: 1) Do not open and close the door through which the ashes are removed, for this purpose. (If there is an adjustable draft on the ash-pit door, this opening can be set partly open, if necessary, to give a certain minimum air supply for burning the fuel.) 2) Many open the firing door partway as a means of checking the fire. This should be opened only when the furnace is being refueled.

If your dampers are controlled automatically by a thermostat, see that the chains are installed in such a manner that (1) the lever-operated pressure or temperature regulator present on most hot-water, steam, or vapor systems can operate, independently of any action or position of the thermostat motor arms, to hold down the fire (by closing the draft and opening the check damper) in the event that the water temperature or the pressure in the boiler gets too high (see Figure 3, a, b, c); (2) the lever-operated regulator is free to function in the event of current failure when the thermostat system is "calling for heat"; and (3) with any position of the damper there is no slack in the chain. Even a small amount of slack can cause trouble by catching on obstructions or

winding around the motor arm. (Numbers 1 and 2 help to insure against danger of overheating or explosion in the event of an electric-power failure at a time when the draft is fully on and the check-damper closed.)

The draft and damper chains should be checked from time to time to see that there are no points where breakage may soon occur or rust is present to cause sticking or failure to function. The pulleys over which the



WRONG
FIG. 3a

With the above, an obviously wrong hook-up of draft and damper controls, the lever-operated draft and damper regulator is held in the draft-open position and cannot function in case there is a current failure while the thermostat is calling for heat.

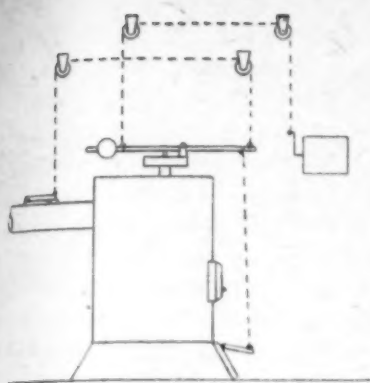
chain runs should be oiled occasionally to keep them free from rust, and also brushed so that they do not clog up with accumulations of ash or dust.

Removal of Soot and Fly Ash

Deposits of soot and ash forming on the heating surfaces of the boiler or furnace should be removed with a long-handled wire brush as frequently as necessary. The frequency will depend upon the quality of the fuel being burned and can only be determined by inspection and experience. Many householders allow very heavy accumulations of soot and fly ash to form upon the heat-transmitting surfaces of the boiler and these act as insulat-

ing layers, appreciably reducing the amount of heat transmitted to the cold water or air in the system. The smoke pipe should also be taken down and cleaned. How often this is required will depend upon the kind of fuel being burned, the amount of dampness in the cellar, and other factors peculiar to the particular house or region. Even the amount of draft available in the particular chimney is a factor in determining how much soot and fly ash will be deposited in the smoke pipe; often such pipes are very badly clogged with such material. If there is any doubt, it will be best to remove and clean the pipe once a year. If the pipe shows signs of serious corrosion, it will be good insurance against the necessity of shutting down the heating system during severe weather to put in a new one without delay.

For a thorough job of furnace-cleaning, a vacuum cleaner specially built for the work is employed by many heating contractors. Sometimes advice is given to use a domestic tank-type vacuum cleaner for this purpose, but on this CR advises caution, for, unless it is used only after as much soot and ash as possible have been removed by other means, there is considerable danger of overloading and damaging the cleaner. Better to do the job by hand than risk damage to a vacuum cleaner which it may be hard or impossible to replace in these times. It is sound practice to remove soot, ash, and other deposits from the boiler, furnace, and smoke pipe at the close of the heating season, for the deposits contain acid materials which during the spring and summer period of dampness can seriously attack and corrode the metal surfaces.



RIGHT
FIG. 3b

With above arrangement, lever-operated temperature- or pressure-type regulator is not restrained from operating in the event of current failure. It has the disadvantage, however, that it cannot operate to produce heat with thermostat in "off" position, even though the fire may be so low as to be on the point of going out. ¶In systems with a low-limit aquastat control used to regulate the temperature of domestic hot-water supply from the heating boiler, the aquastat will function to keep the fire going.

In the diagram above, the furnace draft door is shown on the opposite side from Figure 3a, merely for convenience of delineation. In practice, location of doors and dampers varies with different furnaces.

Insulation

If the insulation on your boiler or pipes is loose or cracked, it should be repaired, for to be most effective, it should be tight and free from cracks and holes. If the steam pipes in the basement running from the boiler to the radiators are not insulated, they should be insulated if it is at all possible to arrange this. Hot-water heating pipes have usually not been insulated unless exposed in very cold spaces, e.g., in outside walls or garages. Insulation of warm air ducts is unnecessary except where ducts pass through unexcavated portions of basements or close to or through cold outside walls. In such cases the insulation should be at least $\frac{1}{2}$ inch thick, and preferably more.

Radiators

Unless the radiators are adequate and correctly installed, no heating system can function efficiently and economically. Be sure that furniture, drapes, or radiator covers do not prevent free movement of the room air over the radiator, and in severe weather or at any time when a radiator does not sufficiently heat the room, see that it does not act as a rack for newspapers, magazines, bath towels, or other impedimenta. The use of reflective shields behind the radiators should not be overlooked as a method of saving fuel by reducing heat loss. Two such shields are *Alfol*, made by the Alfol Insulation Co., Inc., 155 E. 44th St., New York City, retailing at about $7\frac{3}{4}$ c per square foot, and *Foylglow*, made by Glow Products Co., 235 E. 42nd St., N.Y.C., retailing at about 15c a square foot. (For fuller details, see CR BULLETIN, March 1943, page 8.) If satisfactory reflective shields cannot be readily obtained, painting the wall behind the radiator with an aluminum bronze paint will serve, or perhaps more convenient will be to place a piece of wall board or bristol board painted with such paint behind the radiators, or even aluminum-painted corrugated box board from shipping cartons might serve very well for this purpose.

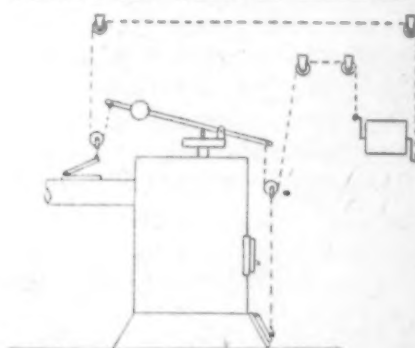
In steam systems the air-vent valves very frequently give trouble, and poor action in these valves is a definite cause of fuel wastage since they interfere with the proper and prompt transfer of heat from the boiler to the place where it is used. These valves should by all means be checked, and those which do not permit rapid expulsion of air should be replaced.

In hot-water systems, the

radiator venting valves should be opened about every few weeks to purge the system of air and gases given off by the water in the system.

Stokers and Oil Burners

The transmission and motor bearings of a stoker must be oiled if they are to work satisfactorily. The hold-fire control should be checked and set so that a minimum amount of coal will be burned in times of low heat-demand. Oil burners require oiling of certain parts of the mechanism, and periodic cleaning of the oil strainers, filters, and nozzle. The ignition and the oil and air supply must also be regularly checked for proper functioning. Incorrect adjustment of the air supply to the amount of oil being burned can waste as much as



PREFERRED METHOD
FIG. 3c

With this arrangement, designed for hot-water systems not equipped with a low-limit "aquastat" device, the lever-operated temperature-regulator system can function and call for heat when the temperature of the water in the boiler falls below a pre-determined level even though the room thermostat may not be calling for heat. The particular advantage of this system is that the lever-operated pressure- or temperature-control can "take charge" independently of the room thermostat, as circumstances require. This gives a valuable advantage in mild weather, preventing the fire from going out during a long period when the thermostat may not call for heat, and the draft door remains closed and the check damper open for a period so long as to smother the fire.

20 percent of the fuel by causing imperfect combustion. An adjustment is always called for when the temperature of the flue gases leaving the boiler is excessively high (above 600°F, for example, when CO₂ is at 8%), if smoke is produced, if excessive carbon deposits form on the heating surfaces, or if fuel consumption is above normal. Oil burner adjustments should be made *only* by a competent burner serviceman.

* * *

In the necessarily brief space of this article, only a few of the many points affecting the efficiency of the heating system have been covered, and there are a large number of variations in plant and accessories which involve special consideration in some cases, such as "aquastats," boiler return traps, safety valves, water strainers and regulators in the cold-water feed line of hot-water systems, air filters (in a forced warm-air heating system). However, every heating system

should have a chart (usually provided by the manufacturer or his local agent), listing the items in the particular system which require periodic checking or servicing. This chart or instruction sheet should be permanently mounted near the heating plant (preferably under glass) so that it can be referred to by whoever at a given time happens to be responsible for efficient and safe operation of the furnace. If such information cannot be obtained, better have a well-qualified heating-system man look the system over carefully. Be sure he *is* qualified, for not everybody who lays claim to competence in this field knows enough about it to be of important use in adjustment or correction of deficiencies of a heating system which may be a little unusual in some way.

Important Note Regarding Controls

If the homeowner, on checking his heating system controls, finds that they are not as illus-

trated in Figures 3b or 3c, it does not necessarily mean they are incorrect for his equipment, for only the simplest types of controls have been discussed in this article. Heating systems differ widely, and some are more complex and include additional controls, such as aquastats, spring-return equipment to function if the damper-motor current fails, high-limit controls, etc. If you believe the controls on your heating system are not installed correctly, *don't attempt to rearrange them yourself*; the present layout may have been determined by some important accessory or device on the system. If any change seems called for, send for a competent heating man or write the manufacturer of your thermostat (temperature-control) system for specific information on its correct installation; if you must write, provide a sketch and full details of your heating plant and accessories, so that intelligent consideration can be given to the problem.

Heating Equipment—Tear Sheet Offer

IN ORDER to enable subscribers conveniently to obtain information previously issued on heating equipment, a special set of tear sheets of the following articles is made available, at a charge of 75 cents. This includes all articles on the subject up to and including March 1943, except that of Nov. '42, "Ways to Obtain Additional Heat this Winter" (now out of print). Figures in parentheses show approximate number of Bulletin pages in the separate articles.

"Heating Systems—Selecting the Right System of Heating for Your Home." (6) October 1941.

"Coal-Burning Heating Systems" (magazine-feed boilers for anthracite

coal, stokers and boilers for anthracite and bituminous coal). (3½) Nov. '41.

"Heat Loss Through Walls Behind Radiators." (½) December 1941.

"Stokers and Boilers—Additional Listings." (1) December 1941.

"Oil Burners." (4) January 1942.

"Boiler-Burner Units and Boilers for Use with Oil Burners." (1½) February 1942.

"Gas Burners" (discusses also boiler-burner units, and boilers for use with gas as fuel). (1½) February 1942.

"Operation of Hand-Fired Heating Plant in Mild Weather" (including care when not in use). (2¾) Apr. '42.

"Buy Your Coal Now!" (¼) June '42.

"Next Winter's Fuel." (½) June '42.

"From Oil to Coal for Heating of the Home and Hot Water. The Urgent Problem of Conversion." (3) Oct. '42.

"A Practical Way to Save Fuel and Keep the House Comfortable—Adding

Insulation to Your House." (1¼) October 1942.

"Steam and Hot-Water Radiators—The Right Paint to Use." (¼) December 1942.

"Further Note on Auxiliary Heating Equipment." (1) December 1942.

"Oil-Burner Conversions to Coal Fuel Present Hazard of Carbon Monoxide Poisoning." (½) January 1943.

"Here Are Ways to Save Fuel." (¾) January 1943.

"Fireplace Grates for Use with Coal." (¼) January 1943.

"Auxiliary Heating for Fuel-Oil Users." (1¼) February 1943.

"Reflective Shields for Radiators." (1) March 1943.

"Winter Humidity in Homes—and the Problem of Condensation on Windows and Walls." (2¾) March 1943.

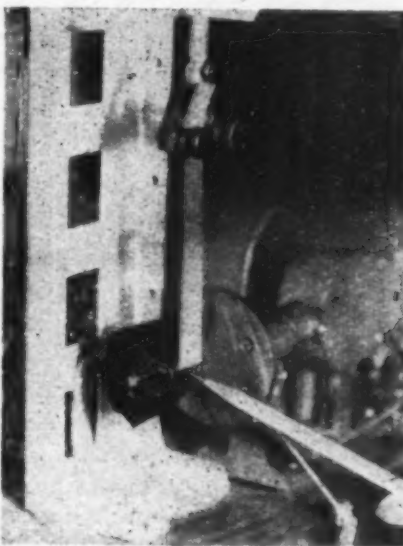
Total—36 pages

Felt Hats for Men

IN SPITE OF the large number of men in the armed forces who are "out of the market" for civilian headwear for the duration, the men's wear trade reports a demand for felt hats so large that only shortages of help in manufacturing and difficulty in importing rabbit fur for felt prevent sales from reaching a record level. In line with prices on men's wear generally, hat prices are high, the low-priced lines of men's hats being very scarce, perhaps unobtainable in a good many places. This trend is clearly shown by the present practice of a well-known hat manufacturer who has abandoned an old policy of selling only one low-priced hat and now in addition carries hats of various prices, some running as high as \$10. The demand for high-priced hats is attributed by trade papers to the workers earning big pay in war industries who are seeking ways to spend their extra cash. In this connection a trade paper reports an incident of a customer in overalls who disdainfully rejected \$5 and \$7.50 hats, demanding something better. The salesman is said to have switched the price tag from a \$10 hat to one at \$5, and sold him the latter for \$10, with the customer commenting, "That's more like it." Prosperity in a war job does not, unfortunately, carry with it any appreciation of the oft-proved principle that there is no necessary relation between the price paid for something and its value in terms of quality or usefulness.

The present shortage of felt may result in increased use of secondhand or used materials. There has been an astonishing-

ly large amount of reworking of old hats. This is known as the ash-can hat trade; old hats are refurbished by cleaning, re-blocking, and by adding new sweat-bands and labels so that they look quite presentable and can easily delude a person of no more than ordinary contact with men's hats. Reconstruct-



Close-up of working parts of folding endurance machine. Pencil points to the zone of repeated flexing of a strip of felt cut from a hat.

ed secondhand hats can be sold legally, but as a result of many legal actions taken against their "manufacturers" by the Federal Trade Commission, they must be plainly labeled as being composed in whole or in part of used materials. There is little doubt that for the most part such hats have been sold as brand new ones, and probably the only sure protection against obtaining a secondhand or made-over hat is to buy from a distinctly reputable and well-established store with standing in the community.

The most significant change in the manufacture of men's

hats was the agreement among manufacturers to abandon use of mercury in the making of fur felt. This change in manufacturing practices removed at last a serious industrial poisoning hazard to the workmen in the industry, and also some degree of hazard to the wearers of felt hats. In some states, e.g., Connecticut and California, the use of mercury in making felt from fur is now prohibited by law. Previous tests by CR have disclosed relatively high mercury content in finished hats, and since mercury is one of the most harmful of all toxic metals, being poisonous in the vapor form in the almost inconceivably small concentration of one millionth of a pound per cubic yard, it was possible for hats to act as a source of mercurial poisoning. (Under the action of light the mercury compounds in the felt decompose and liberate mercury vapor.) Thus the elimination of mercury from the processing of American hats is a real advance, though in a field that few have even known about.

Care of Hats

Felt hats will last longer if brushed regularly. Brush lightly from left to right, as the hat is held in the hand, in the direction of the nap, using a soft, long-haired brush. If a too stiff brush or too vigorous brushing is employed, there will be needless damage to the felt, and early loss of the new appearance and finish of the hat. Hats that have become rain-soaked should be dried on a clean, flat surface, with all creases and dents pushed out, the brim turned up, and the

leather band turned out to prevent it from transferring a stain from the leather to the hat. Never dry a hat near a radiator, open fire, or stove. Greasy or oily spots may be cleaned with a paste made by mixing carbon tetrachloride with talcum or chalk dust (or whiting) or fuller's earth. (Do not breathe the vapor of the tetrachloride. Do the job out of doors if practicable.) Spread the paste on the spot to be cleaned and let it remain until dry, and then brush it off. If the spot is almost removed but traces remain, the treatment may be repeated. If a mark from the powder remains, the section cleaned may be rubbed lightly with a clean white cloth moistened with plain carbon tetrachloride. Sweat bands should also be cleaned with moderate use of carbon tetrachloride or other common cleaning fluid—one of the kinds that have a strong aromatic odor (*Carbona*), or naphtha odor (*Renuzil*). (Cleaners of the naphtha and "Stoddard Solvent" type are flammable and may be explosive under some circumstances.)

A felt hat is subject to damage from moths, hence must never be stored under circumstances which would permit it to become infested. If it has to be stored for a long period, it should be cleaned first. The best method of putting a hat away is to stuff its crown with tissue paper and place the hat in a box on a layer of soft crumpled tissue paper. Tissue paper should be packed lightly around the sides of the hat and over the top. (There should be only one hat per box.) Moth balls or crystals should be placed on top of the paper covering, not directly on the hat itself. Since mildew is a factor in some cli-



Correct method for drying a hat with sweatband turned out and crown "decreased."

mates, care should be taken that the boxes in which the hats are stored are kept in a dry place.

CR's Tests

The following ratings are based on general examination, weight of the felt, thickness and stiffness of felt, resistance of the felt fabric to repeated bending, resistance to water when new and after cleaning, resistance to soiling by application of oil-suspended graphite and of clear oil, including observation of extent to which these were removed in dry cleaning, resistance to dry cleaning, and fastness of the dye to weather, water, and dry cleaning, and to light (in the artificial sunlight arc-lamp apparatus called the Fadeometer). In rating the hats on the basis of the repeated-bend endurance test, the observed values were adjusted to allow for the thicknesses of the several felts. All of the hats were represented as being made of fur felt.

Tests for resistance to fading in light showed that the majority of the dyes of hats this year have poor light-resisting qualities, a result which is probably due to the present scarcity of dyes of the best qualities and the necessity for stretching the limited supplies

available. An outstanding difference between this year's hats and the samples tested in 1940, illustrating the marked decline of quality in present-day offerings, was the much lower folding endurance values obtained in the 1943 tests. For example, the best hat in the 1940 test withstood 60 percent more cycles in the repeated-bend endurance test than the best hat in the test reported in the present BULLETIN. The poorest hat in the 1940 test withstood over twice as many bend cycles as the poorest hat in the present test. This factor is an important criterion of hat quality since the failure of a hat (due to causes other than dirt, fading, or general poor appearance) ordinarily occurs in the crown crease. The repeated-bend endurance test gives a good measure of the hat's durability at this point and for convenience is referred to in the listings as "wear resistance."

A. Recommended

Disney Gadabout, No. B 9442 (Disney, Inc., 358 Fifth Ave., New York City) \$5.50. Unlined. Raw-edge brim. Weight $2\frac{1}{2}$ oz. A thin, lightweight felt, least stiff of any of the hats tested. Showed average resistance to wear. This hat showed good resistance to damage by water and dry cleaning. Its resistance to soiling was below average. Color lightened considerably in Fadeometer, but the lighter shade was a satisfactory one. 2

Mallory Century, No. 788550 (The Mallory Hat Co., Danbury, Conn.) \$6.50. Lined. Brim had self-bound edge. Weight 4 oz. A thin, lightweight felt of good wearing quality. Resistance to damage by water, to soiling, and to dry cleaning was good. Color lightened considerably in Fadeometer, but to a satisfactory shade. 2

Dobbs, Y 3166 600 (Hat Corp. of America, South Norwalk, Conn.) \$8.50. Unlined. Brim had raw edge, but top side was embossed to simulate a binding edge. Weight $2\frac{3}{4}$ oz. A medium-weight, medium-

thickness felt, stiffer than average. Ranked second in wear resistance of hats tested. There was a very slight fading in the Fadeometer test. 3

Knox, No. Y 28048 006 (Knox Hat Co., Inc., 417 Fifth Ave., N. Y. C.) \$7.50. Unlined. Brim had self-bound edge. Weight $3\frac{1}{2}$ oz. A thin, light-weight felt, stiffer than average. This hat showed the highest wear resistance of any of the hats tested. Its resistance to damage by water was good; to soiling and dry cleaning, below average. Lightened considerably, in Fadeometer, but to a satisfactory shade. 3

B. Intermediate

Dunlap Wanderer, KX6219 600 (Dunlap & Co., 417 Fifth Ave., N. Y. C.) \$6.50. Unlined. Brim had raw edge. Weight $2\frac{3}{4}$ oz. A thin, light-weight felt of average stiffness. The wear resistance of this hat was low. This hat gave a good account of itself in resistance to damage by water, soiling and dry cleaning. There was a darkening of shade in the Fadeometer test. 2

Lee Sportweight (Distributed by B. Altman & Co., Fifth Ave., N. Y. C.) \$5. Unlined. Brim had raw edge.

Weight $2\frac{1}{2}$ oz. A thin, average-weight, medium-stiff felt of moderate wear resistance. Resistance to damage by water, soiling and dry cleaning was good. Color lightened considerably in Fadeometer. 2

Stetson Playboy, A 371874 (J. B. Stetson, Philadelphia, Pa.) \$5. Unlined. Brim had raw edge. Weight 4 oz. Of heavier weight felt than average. A thick, stiff felt, not distinguished for wear resistance. Resistance to damage by water, soiling and dry cleaning was good. There was a slight darkening of color in the Fadeometer test. 2

C. Not Recommended

Capson, 81277-121 (Capson, Fall River, Mass.) \$3.85. Unlined. Brim had fabric-bound edge. Weight $3\frac{1}{4}$ oz. A thin, light-weight, medium-stiff felt of low wear resistance. Resistance to damage by water and soiling, good; to dry cleaning, below average. Color lightened considerably to an unpleasant pinkish shade, in Fadeometer fading test. 1

Adam Five, T 5912 (Adam Hat Stores, N. Y. C.) \$5. Lined. Brim had fabric-bound edge. Weight $3\frac{1}{2}$ oz. A heavier-than-average, medium-

thickness felt of below average wearing quality. Resistance to water, soiling and dry cleaning, below average. Color lightened considerably in Fadeometer. 2

Brent (Montgomery Ward's Cat. No. 35-8420 L) \$4.98. Lined. Brim had raw edge. Weight $3\frac{1}{4}$ oz. A light-weight, medium-thickness felt of below average wearing quality. Resistance to water and soiling, good; to dry cleaning, below average. Color lightened considerably in Fadeometer. 2

Pilgrim Nobility (Sears, Roebuck's Cat. No. 33-5150) \$4.96. Lined. Brim had self-bound edge. Weight $3\frac{3}{4}$ oz. A thick, heavy, stiff felt of average wear resistance. Average in resistance to damage by water; to soiling and dry cleaning, below average. Faded to an undesirable pinkish shade in Fadeometer. 2

Schoble, No. 42745 (Schoble Hats, Inc., 358 5th Ave., N.Y.C.) \$5.50. Unlined. Brim had fabric-bound edge. Weight $3\frac{1}{2}$ oz. Heavy-weight, medium-thickness felt of below average stiffness. Low wear resistance. Resistance to soiling, good; to water and dry cleaning, below average. Color lightened considerably in Fadeometer. 2

Guard Against Freezing of Automobile Storage Batteries

WITH the approach of cold weather, holders of A, and perhaps B, gasoline ration books who can only drive their cars for very low monthly mileages should give particular attention to their batteries. Under driving conditions which call for only short distances and relatively frequent restarting of the engine, batteries will rarely be kept fully up to charge. In a partly charged battery, the percentage of acid in the cells is low, and the freezing point of the liquid is considerably higher than when the battery is fully charged. Thus the undercharged or uncharged battery may freeze up on a cold winter day, and in any case an undercharged battery will give poor starting performance under the cold weather condi-

tions of a stiff engine, hard to turn over, when the maximum spurts of electrical energy are required.

The danger of the battery freezing up or failing to function is greater when the car is not used for at least a short trip every day, for another reason, for when standing in an unheated garage, a battery has ample time to reach the low temperature of the surrounding air. If you are in the class of motorists whose car is not driven some distance every day in cold weather, you should certainly buy a battery hydrometer. (Hydrometers are available at 50c up.) Get in the habit of testing your battery frequently and be sure to have it charged whenever it falls to

or below the "half-discharged" condition, corresponding to a specific gravity of about 1.210. Where winter temperatures may go as low as -20°F , the battery should never be allowed to fall below "half charge." Normally an automobile battery should show a gravity reading at or above 1.225, and maintaining a high gravity reading is especially important in cold weather. An undercharged battery will deteriorate rapidly either in use, or if standing unused. (A fully discharged battery may freeze at 9° above zero. Under some conditions, freezing can take place at even a higher temperature.)

To avoid risk of a dangerous burn, never wear a finger ring of any kind while working with or handling a storage battery.

Our Meat Supply

By SLEETER BULL, PROFESSOR OF MEATS, UNIVERSITY OF ILLINOIS

CONSUMERS should not be misled by statements from the Office of Price Administration and the War Food Administration which indicate an abundance of meat. On September 3, a metropolitan paper stated, "News of an increased meat supply and lowered ration stamp costs came today. . . . War Food Administration officials predicted that meat shortages will be ended The Office of Price Administration lowered the red coupon requirements for meats because of the best meat picture since rationing began. War Food Administration officials predicted that a 20 percent increase in the supply of all meat

for civilians will be effected by permitting unlimited slaughter in the next two months. . . . The slaughter during this period is expected to be the largest on record. The Department of Agriculture estimates that civilians will have had an average of 126 pounds of meat per person in 1943."

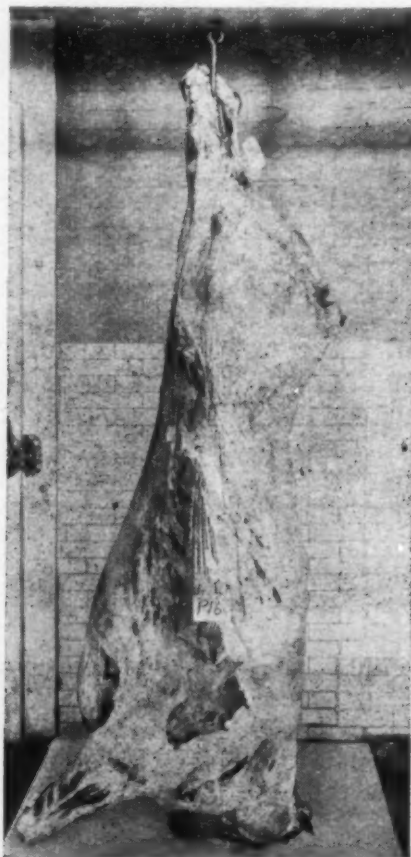
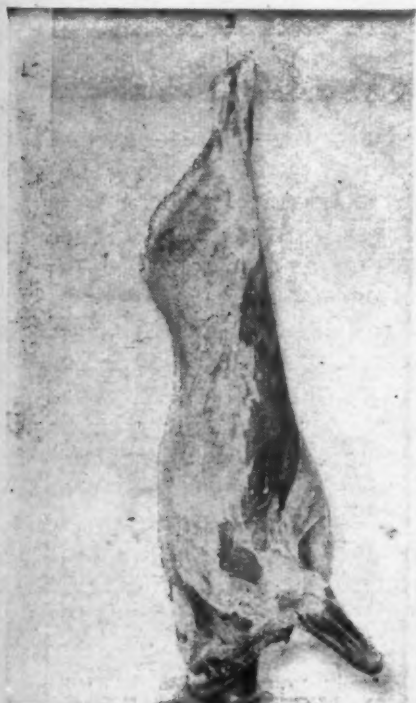
Though all of the above statements are essentially true, they are none the less very misleading, particularly with respect to beef, our favorite meat.

The bulk of our beef comes

from steers and heifers born on the Western range, which provides grass and hay for the maintenance of their dams and sires and some growth of the offspring. During the fall months, after the grass is gone, the rancher sells most of the young cattle because he does not have feed for all of them. Some are only a few months old and are known as "calves," some are "yearlings," and some are "2-year-olds." Normally most of the calves and many of the yearlings and 2-year-olds are sold to corn-belt farmers in the Mid-West who take them to the farms and feed them corn, high-protein concentrates, silage and hay, for three months to a year or even more. During this time the cattle grow and fatten, increasing their weight about two pounds or more each day and also greatly improving the quality of their meat. The cattle that are not purchased by corn-belt feeders are sold to the packers for immediate slaughter, producing beef of common and medium grade.¹

Another source of our beef supply is the breeding stock of the range and of the dairy herds. These cows and bulls produce low-grade beef. In normal times these cattle consist largely of old cows and bulls which have outlived their usefulness as producers of beef or milk.

Conditions now are decided-



Feeding More Than Doubled the Amount of Beef

The carcass on the left was from a choice feeder animal just off the range. His live weight was 440 pounds, his dressed weight 239 pounds. The carcass grade was "Medium." The carcass on the right was from a choice calf which was in the feed lot for 214 days. His live weight was 930 pounds, his dressed weight 576 pounds. The carcass graded "Choice."

¹ Fifth and Fourth Grades respectively under the pre-war system of grading which included a Prime Grade not now recognized, but Fourth and Third Grades respectively under the present scheme of six grades (Choice 1, Good 2, Medium 3, Common 4, Cutter 5, Canner 6).

ly abnormal. OPA has set ceiling prices on beef of each grade, on pork, and on dairy products and corn. Unfortunately, the ceiling prices are such that it is impossible for the feeder to produce corn-fed, i.e., good and choice, beef at a profit, while "grass cattle" are quite profitable. Hence instead of a normal number of the grass cattle now coming to market being sold to feeders, practically all of them are going directly to the packer for immediate slaughter. Thus we now have a large supply of thin, lightweight cattle which produce beef of common and medium grades. Next winter and spring we will undoubtedly have a marked shortage of beef of any grade, because we are eating it now instead of spreading the supply over the year as is normally done. Furthermore, we are losing several hundred pounds of beef on each animal slaughtered directly off grass.

Another factor which influences the situation is that bulls and cows are entirely too high in price as compared with steers and heifers. For example, good steers (corn-fed) bring \$14.50 to \$15.75 a hundred, good bulls \$13.50 to \$14, and good cows \$12 to \$13. This means that considerable breeding stock will be "liquidated" and sent to

market this fall and winter with a corresponding decrease in the supply of beef calves next spring.

I am not a dairyman, so I quote Professor W. W. Yapp, Head of the Dairy Husbandry Department of the University of Illinois: "Unless something material is done to change price relationships, dairymen will be forced to dispose of a considerable number of desirable cows.

"A study of conditions reveals that certain other classes of livestock have been much more attractive than dairy cattle under present price relationships. The peak in dairy cattle values seems to have been passed and, with feed shortages becoming more critical, cows will be sent to market in increasing numbers this fall as they finish their present lactations.

"Dairyman have courageously sought every means at their disposal to prevent disposing of desirable cows, since this would bring about a reduction in production. They have kept them, even when it would have been more profitable to dispose of feed, hay, and cattle at correspondingly high prices. But there is a limit to which the individual dairyman can make such adjustments."

We have the largest hog crop in history because hog production has been both profitable and patriotic. At present it is patriotic only, in so far as the amateur, inexperienced hog breeder and feeder are concerned. As a result we are having a rather heavy slaughter of pregnant sows which should have produced pigs this fall for next spring's pork supply.

In conclusion, it seems certain that the present "abundance" of meat which OPA and WFA officials talk about will be followed by a scarcity such as this country has never known. Unfortunately, along with protein shortage due to failing meat supplies, there will be a shortage of protein, fat, and calcium in the form of dairy products. Therefore, we'd better eat our share of the meat while we can get it and prepare for a long famine.

I am reminded of a paragraph in an issue of The New Yorker magazine: "The beef supply in this sector is reaching the vanishing point, but there is still comfort for the consumer. Beef would be cheaper if there were any."

The last sentence rather well sums up the official handling of price and supply problems in the meat field.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933, of Consumers' Research Bulletin published monthly at Washington, New Jersey, for September 1942-August 1943—State of New Jersey, County of Warren ss. Before me, a Notary Public in and for the State and county aforesaid, personally appeared F. J. Schlink, who, having been duly sworn according to law, deposes and says that he is the editor of the Consumers' Research Bulletin and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Consumers' Research, Inc., Washington, New Jersey; Editor, F. J. Schlink, Washington, New Jersey. 2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Consumers' Research, Inc., a non-profit corporation, not a business enterprise, not operated for profit, Washington, New Jersey. Stock—none. 3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None. 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. F. J. Schlink. Sworn to and subscribed before me this 23rd day of September 1943. Marie E. Rennie. (My commission expires January 30, 1944.)

Additional Information on Automobile Anti-Freeze Solutions

ON SEPTEMBER 25 the WPB issued an amendment to their Limitation Order L-51, effective October 1, making the permanent-type of ethylene glycol anti-freeze solution available to all motorists, irrespective of occupation. Previously it had only been available to residents of 12 high-altitude states and for use in commercial vehicles, busses, trucks, tractors, stationary engines and state and federal police pursuit cars. The WPB was careful to point out that this relaxation of the restriction should not be taken to mean that there had been any increase in the amount of permanent-type anti-freeze available and that their original limitation order was intended to give the previously preferred groups an opportunity to fill their requirements without competition from the other motorists. Judging by the limited amounts of this type of anti-freeze said to be available, however, it may be that few motorists will derive benefit from the amendment.

Corrosive Anti-Freeze Solutions

The danger of damage to the engine caused by using anti-freeze solutions containing calcium chloride or some similar inorganic chemical salt, or a distilled petroleum product can not be over-emphasized, for, although their manufacture has been banned, no restrictions have been placed on their sale and it is therefore likely that some dealers, jobbers and others with stocks of such products on hand will make every effort to unload them on the public rather

than take a loss. Even "reputable" used-car dealers have sold, and will probably continue to sell, cars with a corrosive type of anti-freeze solution in the radiator. Any prospective purchasers of a used car should pay particular attention to the radiator to determine whether the car has or has had this type of anti-freeze in its radiator. The latter will be somewhat difficult to determine unless the corrosion has proceeded far enough to be plainly visible, but it might be worth while, in buying any used car, to obtain a guaranty from the dealer that any defects which may develop in the cooling system within a period of 6 months (and which are not due to abuse or misuse by the purchaser) will be made good without charge. If such a guaranty will not be given it may be reasonable to assume that a corrosive type of anti-freeze has been used.

The name of the product or the information on the container usually gives no clue to the type of anti-freeze, hence the consumer should be on guard against any product of unknown composition.¹

Because of the importance of this subject and the need for keeping all existing automobiles in the best possible condition,

¹ All of the following solutions are of the corrosive or potentially corrosive calcium chloride type (salt solutions) unless otherwise designated by an asterisk (*). Those so marked are known to be petroleum distillates (similar to kerosene).

Alcotex, All-Winter, Antarctic, Anti-Frost, Bird Antarctic, Bond (Top Line), Chem-A-Cool*, Ever-Flo, Flexo, Fre-Zex, Frozone, Gold Seal, Lo-Temp (another name for Bond), Lo-Zone (another name for Bond), Neva-Freeze, Never-Freeze, No-Boil, No-Freeze*, Permazon*, Security, 60 Below, Wonder-Solv, Zero-Flo.

the following methods for identifying the various products are briefly repeated from the February 1943 CR BULLETIN. Calcium chloride and other salt solutions can be identified by their weight, which runs from 10.5 to 11.5 lb. per gallon. Another simple test that can be applied to a solution suspected of being calcium chloride brine is to take a teaspoonful or so of the solution, place it in the lid of a tin can, and boil until all the liquid has evaporated. (This test need not be applied of course to any of the oil or kerosene type of fluids, which feel like kerosene oil, and should carry a label warning of flammability.) If there is a residue of hard, salt-like crystals from pure white to a dirty brownish or grayish-white in color, the product is pretty certain to be of the calcium chloride type or something similar and equally unsuitable for use. Solutions of deodorized-kerosene type are easily distinguished by their lighter weight of about 6¼ to 7 lb. per gallon, and oily feel between the fingers, and the fact that they will burn on a string or wick wet in them. Though they have an odor, the odor is easily distinguished from that of alcohol anti-freeze. Another characteristic of the kerosene-type of anti-freeze is that the directions call for its use undiluted.

The desirable permanent-type ethylene glycol anti-freeze solutions weigh about 9 lb. 6 oz. per gallon, being lighter than the salt solutions, but heavier than the deodorized-kerosene type. Alcohol anti-freezes of good grade weigh 6¾ to 7 lb. per gallon approximately.

Inhibitors for Permanent-Type Anti-Freeze

In the October issue, CR recommended morpholine as a satisfactory inhibitor for addition to used ethylene glycol solutions. But since that time, we have been advised that there is a shortage of the raw materials from which morpholine is prepared, and hence subscribers may have difficulty in obtaining it. A substitute believed

satisfactory is *Eveready Formula RG-2M*, made by the National Carbon Co. *RG-2M* comes in dry powder form and $\frac{1}{2}$ oz. is required to be added to each gallon of used ethylene glycol solution. It is recommended that it be added to the radiator when the solution is at driving temperature with the engine running at fast idle and the engine operated five minutes thereafter to insure complete mixing. The manufacturers

recommend discarding any used ethylene glycol solutions which are rusty if they do not clear up after standing, to a practically water-white color or at least with only a trace of the original color. Ethylene glycol solutions which become rusty after treatment with this inhibitor should also be discarded. *Eveready RG-2M* rust inhibitor is packaged in a cardboard container of $2\frac{1}{2}$ oz. net weight and sells for 50c.

The Automobile Tire Situation

STATISTICS usually make very dull reading, but when they concern every motorist whose car is essential not only to him but to the war effort, they should be given attention. Unfortunately, the cry of "wolf" has been heard so often, and government announcements have been so numerous, conflicting and generally confusing, that it is feared many motorists are deluding themselves into the belief that tires will be available when needed, and hence are not giving the attention they should to making their present tires last just as long as possible.

In 1941 the tire industry produced 50 million automobile tires, or over 4 million tires a month. In August of this year the production of tires made of synthetic rubber, but containing a minimum amount of crude rubber, was only about 700,000 tires, or about one-sixth of the pre-war monthly production. It has been estimated by the tire trade that over a million motorists holding ration certificates for new or used tires are unable to find tires to purchase. It is believed that by the end of the year the War Production Board

will have released a total of 16 million tires, comprising 7 million tires manufactured prior to December 7, 1941, 5 million new synthetic tires, and 4 million used tires. This might seem to be a sufficient number of tires until it is realized there are about 25 million cars in operation and hence 16 million tires fall far short of providing even one new or used tire for each automobile in service.

From the above it will clearly be seen that care and vigilance in the use and maintenance of existing tires *must not be relaxed* if a very serious breakdown in the nation's transportation system is to be avoided. The synthetic tires and tubes which will be available to civilians able to secure the necessary Grade I ration certificate (recently restricted to C card holders with a regular mileage of over 600 miles per month) will require much more careful use than natural rubber tires if they are to give any sort of satisfactory service. The following list has therefore been prepared to help consumers who must buy synthetic tires and tubes. Whether or not the tire or tube you buy is made of syn-

thetic rubber can easily be determined; synthetic-rubber tires are marked by a circular red spot on the sidewall. Passenger car tires and tubes will also be marked S-3, which means that they are manufactured from "Buna S" type of artificial rubber.

1. Synthetic rubber of the "Buna S" type has 23 percent less stretch or elongation than natural rubber before the point of failure or overstrain is reached; hence in mounting such tires, extreme care must be used to avoid undue strain.

2. Tubes made of natural rubber had sufficient stretch to permit one size of tube to fit two or three different sizes of tires. With synthetic tubes, this is not possible. *The tube must be of the exact size for the tire it is to fit.*

3. When tubes made of synthetic rubber are installed, it is advisable to paint the tire beads and base with a solution of soap and water; this acts as a lubricant and prevents pinching. Pinching of a synthetic tube usually results in a rip that cannot readily be repaired. These rips are due to the relatively low tensile strength of

the synthetic rubber (65 percent less than that of the natural rubber formerly used in making inner tubes).

4. Punctures will be much more difficult to repair, as cold patches do not adhere well to synthetic rubber. To repair such tubes, two patches must be placed on the hole, one inside and one outside, and vulcanized to the tube.

5. Tires made of synthetic rubber must not be driven over 35 miles per hour (to prevent quick deterioration from heat). Such tires tend to crack and chip when they are heated up by hard, fast driving. In Indiana tests of 158 synthetic tires placed on State police cars showed one-third of the tires unusable after 1500 miles, with 9000 miles the maximum mileage obtained from any of the

tires. The chief cause of failures was blisters due to the heat generated by internal friction, which formed at speeds only slightly above the war-time limit.

6. Synthetic-rubber tires must never be run underinflated, for underinflation increases the flexing action in the casing. The more flexing, the more heat is generated. It is a characteristic of synthetic rubber that when subjected to flexing action it generates more heat than natural rubber, hence the need for extreme care in maintaining correct air pressure in the new substitute tires.

Recapped Tires

All A and B gasoline rationing card holders and the C card holders who do not drive 600 miles monthly will be permit-

ted to buy only used tires or recapped tires. Formerly the camelback used for the recapping of passenger car tires consisted mostly of reclaimed rubber, but beginning October 1, 40 percent synthetic, 40 percent reclaim, and 20 percent pigment and carbon black and other compounding materials will be permitted to be used for this purpose. Tire men estimate that tires recapped with this material will last about 15,000 miles, in comparison with the 7,000 miles said to be possible for reclaimed-rubber recapped tires. Consumers must remember, however, that tires recapped with the synthetic mixture will require even better care than that necessary for all-synthetic new tires, if they are to get satisfactory mileage.

Taking Care of Your Typewriter To Make It Last

WITH TYPEWRITERS as scarce as they are nowadays a good many thousands of our subscribers will be interested in information on the means available for giving the longest life possible to the typewriters already in use. Government and business offices, too, which for the most part must get along without new typewriters for the duration, have a direct interest in making their machines last as long as possible.

Typewriter repairs are still available—indeed, the restriction on sales seems to be a bonanza for repairmen. Some are charging stiff prices and are refusing to sell parts to consumers. It is well to keep in mind that with the increasing demand for mechanics of all types and degrees of skill, it will likely become difficult in many communities to get competent mechanical repair

work carried out at any price.

Probably the greatest enemy of typewriter efficiency is dirt, either dust or the small particles of paper and rubber which result from erasing. The debris from the erasing is very bad for typewriter parts, for not only is it abrasive and so causes wear, but it tends to fill in small clearances and so results in a tendency of keys or other moving parts to stick or act sluggishly; it may also impair the accuracy of fine adjustments. Typewriters should be protected from dust in the air, too, whence the full-sized machine should always be kept well covered and the portable in its closed case.

In making an erasure, the line to be erased should be turned to the top of the roll, and the carriage shifted to its extreme left or extreme right position, in order that the particles from the eraser

may not fall into the mechanism. All dirt that can be reached with a dry cloth or with a long-handled brush should be removed at frequent intervals, particular attention being paid to the carriage rails or tracks. (On some typewriters these are so designed and located that they don't pick up dirt readily, whereas on others they easily catch and hold eraser debris.) If compressed air is available, as at an automobile repair or filling station or a spray-painting shop, a considerable portion of the otherwise inaccessible dirt can be blown out.

The type should be kept cleaned of the accumulations of ink and dirt which clog it through use. If done daily or after each time the machine is used, scrubbing with a stiff dry brush will suffice, but if the type has become badly clogged, more vigorous methods are required, such

as scrubbing the type with a stiff brush which has been dipped in denatured alcohol, benzol, or carbon tetrachloride. (None of these solvents or other typewriter cleaning solvents should be used carelessly or freely, for their vapors are highly poisonous if breathed.) When using any liquid cleaner, if possible a piece of paper should be placed under the type bars to protect the mechanism from drippings and spatters. After cleaning the type with the brush wet with solvent, wipe it off with a clean lintless cloth. Some use, for type cleaning, a putty-like material sold for the purpose by typewriter dealers; this is pressed firmly against the type with the fingers and then removed, bringing with it the ink and dirt. Mechanics seem to prefer the latter method, but the average consumer will object to handling the inky putty which is used for several cleanings before being discarded.

Under present conditions of shortage, the very best of care should be devoted to the rubber cylinder or platen and the rubber feed rollers. It is much better to turn the paper out of the machine by means of the knobs than to work the paper-release lever and yank it out. Constant use of the latter method tends to glaze the surface of the platen and ultimately makes the paper feeding unreliable or uncertain. All rubber rolls should be wiped off occasionally with *denatured alcohol* (never use benzine, naphtha, or gasoline). If the feed rolls become very slippery, they may be roughened with a fine grade of sandpaper; great care must be taken to do this with such precautions as will keep all particles of the abrasive out of the mechanism.

A typewriter, like any other mechanical device, requires proper, periodic lubrication. An office typewriter in fairly steady use should be cleaned and oiled, say, every two months. (A typewriter that is out of use for a long period will also require oil-

ing when it is to be used again, for the oil previously applied deteriorates and runs off of the working surfaces.) In home use, perhaps every six months will be frequently enough to oil the average typewriter. An excess of oil, however, is almost as bad as no oil, for excess oil means that dust will collect and clog working parts. A regular typewriter oil or other light oil such as is used for sewing machines, for example, should be used. It is best applied to the bearing points in very small quantities with the end of a toothpick. The points requiring lubrication vary with the machine. In general, the bearings of the platen roll, the spindles which carry the ribbon reels, and the bearings of the shift mechanism should be lubricated regularly but sparingly, for these are points where the largest and most frequent relative motion of wearing parts occurs. Especial care should be taken that no oil is permitted to touch the platen or feed rollers. Though the points where the type bars are pivoted would seem to call for oil, the disadvantage of applying oil here is greater than the advantage; on account of the narrow clearances, oil here tends to favor undesirable accumulation of caked dirt and dust that would soon make the typebar action sluggish.

Sometimes a typewriter has been allowed to accumulate so much dirt that it cannot be properly cleaned with a brush or by the use of compressed air. In this case the best treatment is to disassemble it, clean the parts separately, and reassemble the machine. This is a long job, however, and even a partial disassembly of the machine would probably be beyond the skill of a very large majority of typewriter users. Even typewriter repairmen often only take the machine down part way and soak such parts as would not be harmed in gasoline or the much less flammable Stoddard's solvent for several hours to soften and re-

move accumulations of dirt and gummed oil. For most users the easiest procedure is to place the machine out of doors on a large tray and by means of a stiff brush apply solvent liberally to the parts to be cleaned. Great care must be taken, of course, to avoid getting any solvent on the keys, platen, rollers, or other non-metallic parts.

If some characters print above or below the line, the consumer who is not mechanically skilled can do nothing to correct the condition. If all the capitals print either above or below the line of the lower case letters, and if the condition is not due to careless operation of the shift key, the screws which limit the motion of the shift mechanism are improperly adjusted. The location of these screws varies with the make of machine, but they can be found by examination and are easily adjusted. If a letter is tilted, or if it does not space evenly between the other letters, it may usually be bent into its proper position. To do this, the type bar just below the type is held firmly by one pair of pliers, while the type is grasped with another and bent carefully into place. Before attempting to alter key-tension, it is well to make sure that the stiff action is not due to dirt. If the platen has become hardened, several pieces of paper placed behind the sheet which is being written upon will make up to some extent for the lost cushioning value of the rubber.

Some consumers who are handy with tools and understand mechanical adjustments can, no doubt, carry out certain other typewriter repairs and adjustments, but most people will find that if any change or adjustment is involved which calls for real knowledge of typewriter mechanism or the disassembly or reassembly of mechanical parts, it will be best to turn the problem over to a regular typewriter repair shop.

If You're Giving Her Perfume

PERFUME is something a man likes to give for a Christmas present, but, unless he is unusually courageous, he shuts his eyes and makes a purchase of some brand he has heard mentioned or seen advertised, without smelling it to see whether he likes it or not. The best-known or most-frequently advertised perfumes seldom have simple names such as rose, lilac, jasmine, carnation, or violet, and the purchaser has no clue to the character of the scent of such imaginatively named perfumes as *My Sin*, *Shocking*, or *Confetti*.

Natural perfumes made from flowers were among the earliest known scents. Efforts were made to preserve their fleeting fragrance by various methods. Aromatic resins fragrant in themselves, as well as spices, were also much used in ancient times in the Orient for embalming and as incense in religious ceremonies. The Greeks and Romans at the height of their civilization used perfumes extensively in body oils and ointments.

The Crusades which took many men from England and France down through Europe to the Holy Lands were an important factor in bringing to Europe new fragrant substances and methods of perfume-making native to the Orient. Further development of the art of perfumery is said to have been stimulated in France by the marriage of the Duke of Orleans, later King Henry II of France, to Catherine de' Medici of Florence in 1533. Her interest in cosmetics and perfumes was so great that she brought with her an expert Florentine perfumer and her patronage and interest

Soldiers' Choice

(All perfumes carry a 10 percent excise tax.)

Exceptionally Pleasing (to 3 or more, and not unpleasant to any extent)

Apple Blossom (Helena Rubinstein, Inc., 715 Fifth Ave., New York City) \$1, 1 dram.

Balalaika (Lucien LeLong, Inc., 681 Fifth Ave., N. Y. C.) \$1.65 for 0.15 fl. oz. (equivalent to \$1.38 per dram).

Confetti (Lentheric, Inc., 761 Fifth Ave., N. Y. C.) \$1.50, 1 dram.

Je Reviens (Worth Parfums, Inc., 9 E. 38th, N. Y. C.) \$1.50, 1 dram.

Reflexions (Ciro Parfums, S. A., 565 Fifth Ave., N. Y. C.) \$1.60, 1 dram.

Pleasing (to 3 or more, and not unpleasant to any extent)

Blue Grass (Elizabeth Arden, 691 Fifth Ave., N. Y. C.) \$1.25, $\frac{1}{8}$ fl. oz. (\$1.25 per dram).

Evening in Paris (Bourjois, Inc., 35 W. 34th, N. Y. C.) 75c (combination set, with lipstick). Quantity not indicated.

Indiscrete (Lucien LeLong, Inc., 681 Fifth Ave., N. Y. C.) \$1.50, 1 dram.

L'Origan (Coty, Inc., 612 Fifth Ave., N. Y. C.) \$1.25, for 0.20 fl. oz. (equivalent to 78c per dram).

Old Spice (Shulton Inc., 630 Fifth Ave., N. Y. C.) \$1, 1 dram.

Pink Party (Lentheric, 761 Fifth Ave., N. Y. C.) \$1.25, $\frac{1}{8}$ fl. oz. (equivalent to \$1.25 per dram).

Surrender (Ciro Parfums, S. A., 565 Fifth Ave., N. Y. C.) \$1.50, 1 dram.

provided the foundation for the commanding position held by French perfumers in more modern times.

The odors used in perfumery have been divided into three groups by one expert who lists them as odors of vegetable origin, odors of animal origin, and odors of artificial origin or chem-

ical products. The odors of vegetable origin are chiefly the flower *essences* or essential oils, most of which in pre-war years came from the Grasse region of France, with lavender and mint from England, and oil of rose from Bulgaria, Turkey, and India. The aromatic odors of animal origin used in perfume are ambergris, castor, musk, and civet. These substances are used chiefly for the purpose of "fixing" other odors to give them a more lasting quality.

Synthetic perfumes of chemical origin are derived from many sources. An English chemist has grouped them into the following classes: hydrocarbons, alcohols, aldehydes, ketones, esters, acetals, lactones, phenols, nitric compounds, nitrogen-containing products, oxides, and acids. Only the chemist would be interested in the derivation of these substances and in the technical problems of blending the different chemicals to obtain a pleasing odor. In this field American scientists will undoubtedly take the lead, though it remains to be seen whether the man-made products will meet with as ready public acceptance as the perfumes compounded from the essential flower, fruit, and shrub oils.

Perfumes, whether natural or synthetic, are complex blends of many different perfume oils or chemicals. After blending, they are given a "fixation" treatment so that the odor will be tenacious and remain even after the alcohol in which the essential oils are dissolved has evaporated. The tenacity of perfume, William A. Poucher

Soldiers' Choice (Continued)

Failed to make a favorable impression (on the majority)

- Ave Maria* (Prince Matchabelli Perfumery, Inc., 711 Fifth Ave., N. Y. C.) \$1.25, 1 dram.
Emeraude (Coty, Inc., 612 Fifth Ave., N. Y. C.) \$1.25 for 0.20 fl. oz. (equivalent to 78c per dram).
Jet (Corday Parfums, Inc., 485 Fifth Ave., N. Y. C.) \$1.50, 1 dram.
My Sin (Lanvin Parfums, Inc., 120 W. 42 St., N.Y.C.) \$1.50, 1 dram.
Renaissance (Scherk Corp., 26 Waverly Pl., N. Y. C.) 75c, 1 dram.
Shalimar (Guerlain Inc., 444 Madison Ave., N. Y. C.) \$2, 1 dram.
Tabu (Les Parfums de Dana, Inc., 183 Madison Ave., N. Y. C.) \$2.50, 1 dram.
Tailspin (Lucien LeLong, Inc., 681 Fifth Ave., N. Y. C.) \$1.65 for 0.15 fl. oz. (equivalent to \$1.38 per dram).
Toujours Moi (Corday Parfums, Inc., 485 Fifth Ave., N. Y. C.) \$1.60, 1 dram.
Tweed (Lentheric, 761 Fifth Ave., N. Y. C.) \$1, 1 dram.
Yanky Clover (Hudnut Sales Co., Inc., 113 W. 18th, N. Y. C.) 50c for $\frac{1}{8}$ fl. oz. (equivalent to 50c per dram).

points out in *Perfumes and Cosmetics*, has been esteemed since early times. Theophrastus in 307 B.C. wrote: "Those perfumes whose scent is strongest get the best hold on the skin, head, and other parts of the body, and last the longest time. . . . Those, on the other hand, which are weak and have not a powerful scent, since they are volatile and evaporate, also quickly come to an end. . . . There are some, however, whose scent is even better on the second day, when any heavy quality that they possessed has evaporated."

It is considered desirable that some perfume extracts be aged for a time in the course of manufacture, in a cool dark place

so that all ingredients and the alcohol may blend together uniformly. Heavy bouquet odors, for example, are said to improve greatly by aging. On the other hand, perfumes based on blends of synthetic materials can be promptly packaged for sale. Fine perfumes should be packaged in glass with ground-glass stoppers since cork has a characteristic odor that would be transmitted to the perfume. The glass stoppers are ground to give the necessary tight fit in the neck of bottles and prevent evaporation of the perfume.

Since sunlight also hastens evaporation of perfume and strong light may change its odor, it is wise for women to keep their perfume bottles in a box or bureau drawer. Perfumes sometimes stain clothing and should be applied to the skin or to an inner garment, where any discoloration that may occur will not show.

There are some women and men too who cannot tolerate certain odors, perhaps because they are allergic to some in-

manifestation. One physician considers methyl heptene carbonate, a synthetic used to produce a violet odor, one of the chief offenders in causing skin outbreaks. Oil of bergamot has also caused trouble, even causing a staining of the skin when the skin is subsequently exposed to light. Such troubles are simply cured by refraining from using the offending perfume.

Toilet waters have in the past few years shown a tendency toward greater popularity than the more concentrated perfumes. The chief ingredients of these are alcohol and water, to which one or two percent of the perfume essences have been added. Eau de Cologne is a variety of toilet water which has a character-

Girls' Choice

Exceptionally Pleasing (to 3 or more, and not unpleasant to anyone)

- Ave Maria* (Prince Matchabelli)
Je Reviens (Worth)

Pleasing (to 3 or more, and not unpleasant to any extent)

- Old Spice* (Shulton)
Shalimar (Guerlain)
Tabu (Dana)

Failed to make a favorable impression (on the majority)

- Apple Blossom* (Helena Rubenstein)
Balalaika (Lucien LeLong)
Blue Grass (Elizabeth Arden)
Confetti (Lentheric)
Emeraude (Coty)
Evening in Paris (Bourjois)
Indiscrete (LeLong)
Jet (Corday)
L'Origan (Coty)
My Sin (Lanvin)
Pink Party (Lentheric)
Reflexions (Ciro)
Renaissance (Scherk)
Surrender (Ciro)
Tailspin (LeLong)
Toujours Moi (Corday)
Tweed (Lentheric)
Yanky Clover (Richard Hudnut)

Tenacity of Scent

Very Good

- Emeraude*, *Evening in Paris*, *Indiscrete*, *Je Reviens*, *Old Spice*, *Shalimar*, *Tailspin*, *Toujours Moi*.

Good

- Apple Blossom*, *Confetti*, *Jet*, *L'Origan*, *My Sin*, *Pink Party*, *Renaissance*, *Surrender*, *Tabu*, *Tailspin*, *Tweed*, *Yanky Clover*.

Fair

- Ave Maria*, *Blue Grass*, *Reflexions*.

gredient of the perfume. Irritation of the skin occurring when certain perfumes are applied to it directly is an allergic

istic aromatic odor such as bergamot or lavender, or lemon oil or one of the other citrus oils. Since alcohol is needed in great quantities for munitions, the supply available for use in cosmetics has been greatly reduced. Fashion interest, therefore, is again swinging back to the more concentrated perfumes although they too will not be so plentiful since the war has cut off many sources of supply of the natural flower "absolutes" and other essential oils.

The costliness of a particular perfume can be assessed only by the chemist or manufacturer with access to the cost sheets listing the various oils and ingredients that are included in a perfume's composition, the cost of its container and package, and the amount spent on advertising to secure its popularity or acceptance. There is no practicable way therefore for a layman, or even a chemist qualified in general chemical analysis, to determine whether a particular brand is "worth"

the price charged for it. It is, however, possible to make two simple tests on various brands: one for its lasting quality or tenacity; second, how pleasing it is to the average person with normal odor-sense. The problem of assessing the latter quality was well illustrated by a cartoon in a popular magazine some months ago which showed two soldiers at a perfume counter somewhat perplexed at the problem of making a selection. "I don't know how to tell you what to get," said one. "How do you like her to smell"? In the belief that there are other soldiers and civilians, too, who would like guidance on this point, CR purchased samples of a number of well-known perfumes that will likely be widely available for Christmas gifts and submitted them to a jury of five soldiers.

A small quantity of each of twenty-three well-known makes of perfume was placed on small pledgets of cotton an hour and a half before the "smell test" was made and then

each soldier participating was allowed to smell each pledget consecutively taking as much time as he wished to record his reaction. The soldiers rated the perfumes as especially pleasing, pleasing, unpleasant, or indicated that they had no positive reaction to the given brand of perfume. The samples in all cases were carefully code-numbered and no brand names were identifiable by the participants in the judging. The procedure was followed with five young women on CR's staff to discover whether or not there were sex differences in the reaction to the different perfumes. The differences between men's and women's judgments of the odors, as shown in the tables, were so marked that the results of the two jury tests have been given separately. It would appear that the discriminating woman who wishes to please will wear one sort of perfume to an afternoon bridge party or some other strictly female gathering, and a different one when she is to be in mixed company.

Off the Editor's Chest

[Continued from page 2]

making of gyp-products and products dangerous to health. The passage in 1939 of a stronger food and drug act with important new provisions to include cosmetics heightened this feeling.

With this background of attitude toward government agencies, it is natural enough that some consumers should feel that the reason many essential civilian goods are unavailable is that competent government officials have decided that it is simply impossible to provide for such production without grave injury to the war effort. Actually, however, the

government's practical performance in endeavoring to make the best use of available facilities and supplies for consumers' goods and to allocate manpower and materials where they will do the most good for the greatest number does not warrant this confidence.

In the field of textiles, the OPA and WPB have all but forced woolen goods manufacturers to adulterate their fabrics with rayon or some other fiber, at a time when our stock pile of wool is the largest in history. Fortunately either the manufacturers or consumers themselves have made plain

the preference for all-wool fabrics for certain uses and have forced a reversal of this policy so that the coming season should see a greater abundance of really good, durable woolen fabrics.

The price policy of the OPA by which the farmer gets more for cream sold as cream than for cream made into butter has made the allotted statistical quota for civilians of 12 pounds of butter per person per year a purely paper allowance, as everyone now knows.

The price of corn was fixed so low in relation to the price fixed for pork that the farmer

found it more profitable to feed corn to pigs than to sell it to producers of corn products such as starch and corn syrup, badly needed not only as foods in a time of food shortage, but also for various manufacturing operations of the highest importance, including the making of military supplies.

It is currently reported that the manufacture of bread will be curtailed in certain sections because of a price squeeze between the prices paid the farmer and the miller and the price at which the OPA will allow baked bread to be sold. It is said to be too dangerous politically to allow the bakers a rise in price of one cent a loaf to cover their increased costs, and consequently some folks will simply do with less bread.

Acreage control and crop reduction were put into effect when they were considered effective means for raising prices of farm commodities by preventing "overproduction." These controls, which make for high prices and scarcity, remained in operation while the OPA was avowedly working to keep prices down and other agencies were working to increase production to feed the world.

Are consumers going to work for a continuation of government controls of production and distribution for some years after the war in Europe is over as some bureaucrats hope, or are they going to demand a return of the direction and control of production to private enterprisers? There is no doubt that the public will in one way or another decide this question, either by vigorously making its desires known or by taking an indifferent attitude towards it. In case the latter occurs, the status quo as of 1943 will probably

prevail in the years to follow.

Whatever the outcome, there is one thing everybody should keep clearly in mind. The privately owned concern making consumers' goods is by and large much more sensitive to public demand and to changes in the public's taste and needs than a government bureau, even when the latter is run efficiently, and by people of vision and mental flexibility notably rare in any bureaucratic set-up.

Any manufacturer whether his product is meritorious or not may, up to a certain point, cajole the public into buying his wares, but unless he *delivers* some measure of satisfaction, his repeat business eventually dwindles to the point where he must either improve his product to make it more to his customers' liking, or go out of business.

Government bureaus, such as OPA, OCD, and OWI, on the other hand, do not have to produce or deliver anything of value to the consuming public in order to survive and prosper. A negative vote in the form of a simple *refusal to purchase* makes an infinitely greater impression in remedying defects or changing a policy of a business concern than the failure to "support" a government official makes upon the bureaucracy. The very numerous officials of OPA and other war agencies, for example, are not elected and are not responsive to the public's wishes, for they show no fear of being "put out of business" by their "customers."

By skillful drafting of the legislation by which many of these agencies were created they are only in the remotest and most indirect ways subject to the control of the peoples' representatives in Congress and certainly many com-

munities will testify that they have acted in ways indicating too clearly that the functionaries of these agencies do not consider themselves in any sense the people's servants. Rural communities particularly have suffered under the high-handed, arbitrary rulings of ignorant men who have literally suggested conserving steel by removing horseshoes from horses before they were put into the barn, asking for opinions on the egg production of capons, and advising a farmer to reserve a number of his steers for breeding purposes to insure future meat production. If automobile production is to be supervised and controlled by men of this caliber, we may look forward to having the new cars roll off a production line and stop there unable to proceed under their own power.

It is always pleasant to think that there might be a policeman around who is empowered, when the need arises, to prevent one's getting gypped in a horse-trade, but there is also the possibility that such a guardian will eventually have the power to prevent horse-trading altogether, or put such a tax load upon transactions that the business becomes wholly unprofitable for both buyer and seller. Consumers will be faced with the need of deciding if they wish to retain the freedom to buy what they want and what they have the money to pay for, or whether they prefer to have their wants directed into the channels that some government sociologist or economist has decided is more "socially desirable." They will be well advised to keep in mind Isabel Paterson's wise remark, "The power to do things for you, is the power to do things to you."

Where to Shop by Mail

IN THESE DAYS when the family car does not get enough gasoline to travel very far from home in many sections and transportation facilities are overcrowded, some consumers prefer to do their Christmas buying by mail. In addition to the well-known Sears, Roebuck & Co. (Chicago, Philadelphia, Boston, Kansas City, Minneapolis, Atlanta, Memphis, Dallas, Seattle, and Los Angeles) and Montgomery Ward (Chicago, Baltimore, Albany, Kansas City, St. Paul, Denver, Portland [Oregon], Oakland, and Ft. Worth), there are many smaller organizations that sell interesting and attractive gift articles, food, fruits, clothing, and other items by mail.

Those with which we have had some dealings or which have been listed from time to time in CR's BULLETIN as a source of certain supplies are given for those who like to shop by mail.

A listing here given does not necessarily constitute a recommendation for the particular products sold, or the service that will be afforded in any given case.

Gifts

Daniel Low's, Salem, Mass. Christmas cards, gifts and novelties, silverware, jewelry, stationery.

Robert W. Kellogg Co., Springfield, Mass. Gifts and novelties.

Miles Kimball Co., Kimball Bldg., Oshkosh, Wis. Gifts and novelties.

Fred Leighton's Mexican Imports, 24 University Place, New York City. Mexican pottery, glassware, tinware, baskets, chairs, silver jewelry, huachos, and novelties.

Heins & Bolet, 68 Cortlandt St., N.Y. 7. Jewelry, cameras, luggage. Formerly handled a wide range of electrical appliances and radio sets.

Dennison Mfg. Co., 411 Fifth Ave., New York 16, N.Y.

Food

MAPLE SYRUP AND MAPLE PRODUCTS

Mt. Mansfield Maple Merchants, Stowe, Vt.

Black Sign Maple Syrup Co., Barre, Vt.

Fred Groff, Berlin, Pa.

Antigo Coop. Maple Syrup Producers Assn., Antigo, Wis.

Geauga County Maple Festival, 115 Main St., Chardon, Ohio.

HONEY

C. J. Appeldoorn, Route 1, Bradenton, Fla.

The Tongue River Apiaries, Ranchester, Wyoming.

CITRUS FRUITS

The Wayside Packing House, Mount Dora, Fla.

T. R. Indian River Orange Co., P.O. Box 1307, Cocoa, Fla. Also sells pecans, jellies, and marmalades.

Davidson Brothers Fruit Growers, Inc., Box 705, Daytona Beach, Fla. Also sell pecans, jellies, and candies.

Perrin & Thompson Groves, Winter Haven, Fla.

The Carlton Groves, Mount Dora, Fla.

Win C. Sleight, Mount Dora, Fla.

Things for the Household

Abercrombie & Fitch Co., Madison at 45th St., New York City. Lawn and porch furniture, glassware, sporting goods and clothing, novelties, as well as articles for hunters, skiers, hikers, boat enthusiasts, outdoor folk generally.

Von Lengerke & Antoine, 9 N. Wabash, Chicago 2. Chicago store of Abercrombie & Fitch.

Hammacher Schlemmer, 145 E. 57th St., N.Y. 22, N.Y. Household utensils, novelties, gifts. An old and respected firm with large stock.

Lewis & Conger, Sixth Ave. at 45th St., N.Y. 19, N.Y. Household utensils, novelties, gifts. A store of much the same type and grade as Hammacher Schlemmer.

Ovington's, 437 Fifth Ave., N.Y.C. Fine china, silverware, glassware, novelties and gifts.

Sporting Goods

L. L. Bean, Inc., Freeport, Maine.

Gateway Sporting Goods Co., 1328-30-32-34-36 Main St., Kansas City, Mo.

Radio Supplies

Lafayette Radio, Radio Wire Television, Inc., 100 Sixth Ave., N.Y.C.

Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7.

Radolek Co., 601 W. Randolph St., Chicago.

Toys

Milton Bradley Co., 384 Forest Ave., N.E., Atlanta 1, Ga.; Hoover Bros., Inc., Agts., 922 Oak St., Kansas City, Mo.; Schwabacher-Frey Co., Distributors, 735 Market St., San Francisco.

Playskool Institute, 1750 North Lawn-dale Ave., Chicago 47.

Educational Playthings, Inc., 20 E. 69th St., N.Y. 21. Catalog 45c.

Changes of Address

WILL subscribers who are changing their addresses please send us at least 4 weeks in advance, if possible, the old and the new address in full (including your postal zone number if you are in one of the larger cities). So many of our people have gone into war work and the Services that it takes longer to get things done nowadays and your help in the matter will enable us to give better service. For the members of the armed forces, we realize the problem is an exceptional one and we make arrangements to handle their address changes on short-notice.

Some have noted that their copies do not reach them quite as promptly as hitherto. That is an unavoidable result of reduced personnel not only in our own mailing department, but at various post offices and terminals where mail is handled. We are sorry for any such delays, and you may be sure that whenever it is possible to speed things up, this will be done.

Ratings of Motion Pictures



This section aims to give critical consumers a digest of opinion from a number of reviews, ranging from the motion picture trade press to Parents' Magazine, which rates motion pictures not only on their quality as entertainment but on their suitability in various aspects for children.

It should be emphasized that the motion picture ratings which follow do not represent the judgment of a single person but are based on an analysis of the reviews appearing in some 20 different periodicals. (See August 1943 issue for sources of the reviews.)

The figures preceding the title of the picture indicate the number of critics who have been judged to rate the film A (recommended), B (intermediate), and C (not recommended).

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure	mus—musical
biog—biography	mys—mystery
car—cartoon	nov—dramatization of a novel
com—comedy	rom—romance
cri—crime and capture of criminals	soc—social-problem drama
doc—documentary	t—in technicolor
dr—drama	trav—travelogue
fan—fantasy	war—dealing with the lives of people in wartime
hist—founded on historical incident	wes—western
mel—melodrama	

A	B	C	
—	7	5	Above Suspicion.....war-com A
3	8	3	Action in the North Atlantic.....war-dr A
—	1	3	Adventures in Iraq.....war-mel A
—	4	2	Adventures of a Rookie.....war-com AYC
—	5	2	Aerial Gunner.....war-mel AYC
—	6	6	Air Raid Wardens.....com AYC
—	2	6	Alaska Highway.....mel AY
—	4	1	Alibi.....mys-mel A
—	4	7	All by Myself.....mus-com A
—	1	3	Always a Bridesmaid.....mus-com AYC
—	8	4	Appointment in Berlin.....war-mel A
3	9	3	Assignment in Brittany.....war-mel AYC
—	9	1	At Dawn We Die.....war-mel AY
—	10	5	Background to Danger.....war-mel AYC
—	3	3	Bar 20.....wes AYC
4	8	4	Bataan.....war-dr A
—	8	5	Behind the Rising Sun.....war-dr A
—	13	4	Best Foot Forward.....mus-com-t A
—	1	3	Billy the Kid in the Kid Rides Again.....wes AY
—	3	1	Billy the Kid in the Renegade.....wes AYC
—	3	2	Billy the Kid in Western Cyclone.....wes AYC
—	5	—	Black Hills Express.....wes AYC
—	1	4	Black Market Rustlers.....mus-wes AYC
—	1	8	Black Raven, The.....cri-mys AYC
3	8	5	Bombardier.....war-dr AYC
—	4	7	Bomber's Moon.....war-mel AYC
—	—	5	Border Buckaroos.....mus-wes AYC
—	3	—	Bordertown Gun Fighters.....wes AYC
—	2	5	Boy from Stalingrad, The.....war-dr A
1	3	—	Buckskin Frontier.....wes AYC
—	1	9	Calaboose.....cri-com AY
—	1	3	Calling Wild Bill Elliott.....wes AYC
—	3	1	Carson City Cyclone.....wes AYC
—	6	3	Chatterbox.....mus-com AYC
2	11	1	Chetniks.....war-mel AYC
2	9	4	China.....war-mel A
2	9	—	Claudia.....com A

A	B	C	
3	2	—	Coastal Command.....war-dr AYC
1	6	1	Colt Comrades.....wes AYC
2	9	5	Coney Island.....mus-com-t A
2	11	3	Constant Nymph, The.....dr A
—	5	4	Corregidor.....war-dr A
—	2	4	Cowboy Commandos.....war-wes AYC
—	6	4	Cowboy in Manhattan.....mus-wes AYC
4	11	1	Crash Dive.....war-mel-t AY
—	6	4	Crime Doctor, The.....cri-dr AYC
—	3	3	Danger, Women at Work.....com A
—	3	3	Days of Old Cheyenne.....wes AYC
1	8	2	Destroyer.....war-mel AYC
—	15	3	Dixie.....mus-com-t A
1	3	2	Dr. Gillespie's Criminal Case.....mel A
1	8	7	DuBarry Was a Lady.....mus-com-t A
4	7	2	Edge of Darkness.....war-dr A
—	3	6	Eyes of the Underworld.....cri-mel A
—	4	8	Falcon in Danger, The.....cri-mel AYC
—	9	4	Falcon Strikes Back, The.....cri-mel A
—	6	3	Fall In.....war-com AYC
1	10	2	Fallen Sparrow, The.....war-mys A
—	1	3	False Faces.....cri-mys AYC
—	2	1	Fighting Sea Monsters.....doc AYC
—	5	1	Fire in the Straw.....dr A
1	4	3	Fired Wife.....com A
—	8	7	First Comes Courage.....war-dr A
1	12	2	Five Graves to Cairo.....war-mel A
1	3	2	Flesh and Fantasy.....dr A
—	10	6	Flight for Freedom.....war-dr A
—	—	6	Follies Girl.....mus-com A
—	6	2	Follow the Band.....mus-com A
8	7	3	For Whom the Bell Tolls.....war-dr-t A
2	12	—	Forever and a Day.....war-dr AYC
—	7	2	Frontier Badmen.....wes AYC
—	4	3	Frontier Fury.....wes AY
—	4	2	Fugitive from Sonora.....wes AYC
—	3	7	Gals, Incorporated.....mus-com A
—	2	3	Gentle Gangster, A.....cri-mel AYC
—	5	4	Get Going.....mus-com AYC
—	2	1	Ghost Rider, The.....wes AYC
—	1	7	Ghosts on the Loose.....war-com AYC
—	1	12	Gildersleeve's Bad Day.....cri-com AYC
1	5	—	Girl Crazy.....mus-com AYC
—	3	5	Girls in Chains.....soc-mel A
—	2	5	Good Fellows, The.....com AYC
—	6	3	Good Luck, Mr. Yates.....war-dr AYC
—	1	6	Good Morning, Judge.....mus-com A
—	2	3	Great Mr. Handel, The.....mus-biog-t AYC
—	2	1	Guadalajara.....mus-com A
—	1	2	Gyandev of India.....biog AY
2	9	3	Hangmen Also Die.....war-dr A
3	3	2	Harrigan's Kid.....mel AYC
—	7	4	He's My Guy.....mus-com A
—	1	7	Headin' for God's Country.....war-mel AYC
—	7	2	Heart of a Nation, The.....war-mel A
4	12	—	Heaven Can Wait.....dr-t A
—	12	3	Hello, Frisco, Hello.....mus-com-t A
—	5	2	Henry Aldrich Swings It.....mus-com AYC
—	3	4	Here Comes Kelly.....com AY
3	10	4	Hers to Hold.....war-mus-dr AYC
—	6	2	Hi, Buddy.....mel AYC
—	10	5	Hi Diddle Diddle.....war-mus-com A
—	5	3	High Explosive.....mel A
2	7	4	Hit Parade of 1943.....mus-com A
1	12	2	Hit the Ice.....mus-com AYC
1	9	4	Hitler's Children.....war-dr A
—	6	5	Hitler's Madman (originally Hitler's Hangman).....war-dr A
3	13	—	Holy Matrimony.....nov-com A
—	3	5	Honeymoon Lodge.....mus-com A
—	4	1	Hoosier Holiday.....war-mus-com AYC
—	4	2	Hoppy Serves a Writ.....wes AYC
1	3	2	Hostages.....war-nov A

A	B	C		
1	8	—	I Dood It.....	mus-com A
—	5	—	I Escaped from the Gestapo.....	war-mel A
—	7	6	I Walked with a Zombie.....	mys-mel A
—	7	8	It Ain't Hay.....	com AYC
—	5	4	It's a Great Life.....	com AYC
—	4	1	Jeannie.....	rom AYC
—	5	5	Jitterbugs.....	mus-cri-com A
1	7	2	Johnny Come Lately.....	dr AY
—	9	1	Kansan, The.....	wes AYC
—	1	6	Keep 'Em Slugging.....	cri-mel AYC
1	4	—	King of the Cowboys.....	war-mus-wes AYC
—	3	7	Ladies' Day.....	com A
—	5	4	Lady Bodyguard.....	mel A
—	10	6	Lady of Burlesque.....	cri-com A
—	12	2	Lady Takes a Chance, A.....	com A
—	1	4	Larceny With Music.....	mus-com A
2	3	2	Lassie Come Home.....	nov-t AYC
—	3	2	Last Will of Dr. Mabuse, The.....	war-mel A
—	5	1	Law of the Northwest.....	mel AYC
—	3	3	Law Rides Again, The.....	wes AYC
—	6	2	Leather Burners, The.....	wes AYC
—	6	8	Leopard Man, The.....	cri-mel A
—	11	8	Let's Face It.....	war-mus-com A
—	2	5	Life of Simon Bolivar.....	hist A
—	3	2	Lone Star Trail, The.....	wes AYC
—	5	4	Man from Down Under, The.....	war-mel A
—	3	1	Man from Music Mountain.....	mus-wes AYC
—	3	—	Man from Thunder River.....	wes AYC
—	5	1	Mantrap, The.....	cri-mys AYC
—	7	6	Margin for Error.....	war-dr A
—	9	5	Meanest Man in the World, The.....	com A
—	5	3	Melody Parade.....	mus-com AYC
—	4	—	Mexicali Rose (re-issued).....	mus-wes AYC
—	2	7	Mexican Spitfire's Blessed Event.....	com A
4	4	6	Mission to Moscow.....	propaganda A
8	6	1	Moon Is Down, The.....	war-dr A
5	13	1	More the Merrier, The.....	war-com A
—	8	7	Mr. Big.....	mus-com A
—	2	9	Mr. Lucky.....	cri-war-com A
—	6	2	Murder in Times Square.....	cri-mel A
—	—	7	Murder on the Waterfront.....	war-mel A
5	8	1	My Friend Flicka.....	dr-t AYC
—	5	6	Mysterious Doctor, The.....	mys-mel A
1	12	—	Next of Kin, The.....	war-mel A
—	4	5	Night Plane from Chungking.....	war-mel AY
—	5	4	Night to Remember, A.....	mys AYC
—	3	4	No Place for a Lady.....	cri-mys AY
—	4	2	Nobody's Darling.....	mus-dr AYC
—	5	5	One Dangerous Night.....	mys AYC
3	3	—	Our Lady of Paris.....	doc AYC
2	6	5	Ox-Bow Incident, The.....	wes-mel A
—	1	2	Passion Island.....	mel A
—	5	2	Passport to Suez.....	war-mys AYC
—	5	3	Payoff, The.....	cri-mel A
—	1	8	Petticoat Larceny.....	cri-mel A
2	7	1	Phantom of the Opera.....	mus-dr-t A
—	9	3	Pilot No. 5.....	war-mel AYC
—	2	4	Prairie Chickens.....	com AYC
2	4	2	Prelude to War.....	doc A
1	8	3	Presenting Lily Mars.....	mus-com A
—	4	—	Princess O'Rourke.....	rom AYC
—	3	4	Purple V, The.....	war-mel AYC
—	5	6	Quiet Please, Murder.....	war-cri-mel A
—	3	2	Rangers Take Over, The.....	mus-wes AYC
3	11	3	Reap the Wild Wind.....	mel-t AYC
—	3	6	Redhead from Manhattan.....	com A
—	8	7	Reunion (in France).....	war-mel A
—	7	3	Reveille with Beverly.....	war-mus-com AYC
—	—	7	Revenge of the Zombies.....	war-mel A
—	6	3	Rhythm of the Islands.....	mus-com A
—	5	3	Rhythm Parade.....	mus-com A
—	5	—	Ride, Tenderfoot, Ride (re-issued).....	mus-wes AYC
—	1	2	Riders of the Rio Grande.....	wes AYC
—	4	2	Robin Hood of the Range.....	mus-wes AYC
1	1	3	Russian Story, The.....	hist A

A	B	C		
—	5	—	Saddles and Sagebrush.....	mus-wes AYC
1	2	—	Sahara.....	war-dr AYC
—	1	5	Saint Meets the Tiger, The.....	cri-mel AYC
6	6	1	Saludos Amigos.....	car AYC
—	3	7	Salute for Three.....	war-mus-com A
1	6	2	Salute to the Marines.....	war-mel-t AYC
—	3	3	Sante Fe Scouts.....	wes AYC
—	3	9	Sarong Girl.....	mus-com A
—	5	2	Secrets of the Underground.....	war-mel AYC
—	—	7	Seventh Victim, The.....	mys-mel A
—	8	8	Shadow of A Doubt.....	cri-dr A
—	4	2	Shantytown.....	com AYC
—	1	6	She Has What It Takes.....	mus-com A
1	2	2	Sherlock Holmes Faces Death.....	cri-mel AYC
—	4	2	Shrine of Victory, The.....	war-doc AYC
—	—	—	Silver Spurs.....	mus-wes AYC
—	—	—	Simon Bolivar (See Life of Simon Bolivar)	
—	10	5	Sky's the Limit, The.....	war-mus-com AYC
—	1	5	Sleepy Lagoon.....	mus-dr AYC
—	6	8	Slightly Dangerous.....	com A
7	8	2	So Proudly We Hail.....	war-dr AY
—	1	5	So This Is Washington.....	war-com AYC
—	9	1	Someone to Remember.....	com A
1	5	1	Song of Texas.....	mus-wes AYC
3	6	2	Spitfire.....	war-biog AYC
—	7	2	Spotlight Scandals.....	mus-com A
—	2	5	Spy Train.....	war-mel A
—	6	3	Squadron Leader X.....	war-mel AY
5	10	3	Stage Door Canteen.....	war-mus-com AY
1	12	2	Stormy Weather (all negro).....	mus-dr A
—	3	1	Stranger from Pecos, The.....	wes AYC
—	4	3	Submarine Alert.....	war-mel A
—	3	4	Submarine Base.....	war-mel A
1	4	—	Sweet Rosie O'Grady.....	mus-com-t A
—	3	7	Swing Shift Maisie.....	war-com A
—	4	2	Swing Your Partner.....	mus-com AYC
—	5	8	Tahiti Honey.....	mus-com A
—	6	4	Tartu.....	war-mel A
—	8	5	Tarzan Triumphs.....	war-mel AYC
—	6	3	Taxi, Mister.....	com A
—	3	2	Terror House.....	mys-mel A
2	7	3	Thank Your Lucky Stars.....	mus-com AYC
—	1	5	That Nasty Nuisance.....	war-com AYC
1	7	1	They Came to Blow Up America.....	war-mel AYC
—	11	6	They Got Me Covered.....	war-com A
12	6	—	This Is the Army.....	war-mus-t AYC
8	5	1	This Land Is Mine.....	war-dr A
3	7	—	Thousands Cheer.....	war-mus-t AYC
—	7	7	Three Hearts for Julia.....	war-com A
—	7	5	Thumbs Up.....	war-mus-com AYC
—	1	3	Tiger Fangs.....	war-mel AYC
—	9	3	Tonight We Raid Calais.....	war-mel A
—	3	2	Top Man.....	war-mus-com AYC
—	3	4	Tornado.....	mel A
—	6	1	True to Life.....	mus-dr AYC
—	5	9	Two Senoritas from Chicago.....	mus-com A
—	11	1	Two Tickets to London.....	war-mus-dr AYC
1	3	1	Unknown Guest, The.....	mel A
3	8	2	Victory Through Air Power.....	car-propaganda-t AYC
—	3	—	Wagon Tracks West.....	wes AYC
6	10	—	Watch on the Rhine.....	war-dr A
—	1	2	West of Texas.....	mus-wes AYC
—	2	3	West Side Kid, The.....	cri-mel A
—	8	6	We've Never Been Licked.....	war-mel AYC
—	6	6	What's Buzzin', Cousin?.....	mus-com AYC
—	9	3	When Johnny Comes Marching Home.....	war-mus-com AYC
—	9	3	Whistling in Dixie.....	cri-mys AYC
—	4	10	White Savage.....	mel-t A
—	1	3	Wild Horse Rustlers.....	war-wes AYC
—	—	5	Wild Horse Stampede.....	wes AYC
—	4	4	Wintertime.....	mus-com AYC
2	1	—	World of Plenty.....	propaganda A
—	4	6	Yanks Ahoy.....	war-com AYC
—	5	5	Young and Willing.....	com A
—	7	2	Young Ideas.....	com A





The Consumers' Observation Post

[Continued from page 4]

NEW PRODUCTS: Canned butter that may be stored without refrigeration, and a chocolate candy bar for the tropics have been developed by the Army Quartermaster Corps. The butter is a special mixture of creamery butter, fresh cheese curd, and skim milk powder. The chocolate bar consists of chocolate, sugar, skim milk powder, cocoa fat, oat flour, artificial flavoring, and vitamin B, which are mixed and molded into a block-like shape. Not available for civilians at the present time, both products offer possibilities for dwellers and travelers in the tropics after the war.

Umbrellas may now be recovered at home. Umbrella covers complete with tips that slip on easily over the ferrule and tips of the ribs of an old umbrella are now appearing in many department stores. Some that bear the name Columbia Umbrella Company, 302 Fifth Avenue, New York City, are priced at \$1.98, \$2.98, and \$3.98. The materials and construction appear to be about equal to the quality used in complete umbrellas sold in the same price range. At these prices, however, they cannot be considered bargains and are recommended only where a new umbrella cannot be had at the prices indicated.

Federal Cocktail Shaker, glass with red plastic top and strainer, made by Federal Tool Corp., 400 N. Leavitt St., Chicago (capacity about a quart and a half or 3 pints), sells for around 40 cents and is a practical churn for small amounts of cream. Simply collect enough cream from the top of bottles of milk and allow it to age for about a week. Remove it from the ice box and allow it to reach room temperature before pouring it into the cocktail shaker. Shake it continuously for about twenty minutes and you should have a small pat of butter which may be salted to taste or used unsalted. The buttermilk is readily poured off through the strainer of the cocktail shaker. Then an ice cube should be dropped into the butter and it should be thoroughly rinsed with cold water to remove excess buttermilk before being set in the refrigerator to harden.

* * *

CHRISTMAS GIFTS FROM WOOLWORTH'S (seen in the New York City stores): Checker and Chess Board (Marked U.I.C., N.Y.), cardboard, 5 inches square approximately, 10c. The checkers are round discs in yellow and green colors, cut around and ready to punch out with the fingers from a sheet of cardboard that slips into the pocket formed between the cards which make up the front and back of the "board." The chess characters are printed on one side only of these

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handy order blank**

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discs. The front of the board is used for checkers and chess and the back for a game called Chek Mate (no instructions furnished). Would be very convenient, since the game board complete weighs just under an ounce, and would be an inexpensive help for whiling away the time of children on a long train trip. In choosing your board from stock, be sure to pick one from which the sheet of cardboard containing the checkers is easily removed, for in some, this card sticks very tightly in its pocket.

Checkers, also available from Woolworth's, and sold as Vol. 4 in a series called Game Library, 25c. The checker board is fitted into a small cardboard box 5-3/4 inches x 4-3/4 inches, 1/2 inch deep. Checkers are red- and black-, yellow- and green-dyed pegs that fit into holes punched in the checkerboard squares. Be sure the bag of pegs is unbroken. This set is not so compact as the U.I.C. chess-and-checkers set. It will take only a moderate amount of use before the cardboard with its holes for the checker pins will be frayed and unsightly. The only apparent advantage this board would have over the U.I.C. one just described would be the convenience of having the pegs placed in holes so that they would stay in place even during disturbances due to jolting or jarring of a vehicle or a boat.

Fellowcrafters Easiweave Loom (Fellowcrafters, Inc., 64 Stanhope St., Boston) Available at Woolworth stores at 29c. 6 inches x 6 inches loom consisting of a frame of wood, studded with steel pins placed 6-1/2 to the inch. A 6-1/2-inch bent-end, flat-eye special needle is furnished for the weaving. The length of the loom can be increased by adding additional pieces of the wood sides carrying the steel pins. The extra lengths are attached by the use of screws which are furnished with each complete set of four. Convenient and educational toy on which youngsters can easily learn to make small useful items and afghan blocks out of yarn scraps.

Adjustable Loom for Hand Weaving, Art A 20249 (Collingbourne Mills, Inc., Elgin, Ill.) Available at Woolworth stores at 25c. Consists of four bars of wood 17 inches long, that may be fitted together to form a loom of several different sizes by the use of any four of a series of slots forming cross-lapped joints. Slots sawed from the opposite face of the wood bars form teeth over which the yarn to be woven is wound, forming the warp. Because of the wide spacing of the teeth (3-1/2 to the inch), this toy loom does not lend itself to work as fine as can be made on the Fellowcrafters loom, but would probably work well enough with very coarse twine or yarns; it would be better adapted than Fellowcrafters to the use of young children who do not yet have much dexterity in handling a weaving needle. The kit did not include a needle; the directions call for the additional purchase of a Virginia Snow embroidery needle.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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PHONOGRAPH RECORDS

By Walter F. Grueninger

Please Note: Prices quoted do not include taxes. In the ratings AA indicates highly recommended; A, recommended; B, intermediate; C, not recommended.

DECCA is the first manufacturer to announce an agreement with the American Federation of Musicians, thus ending the ban on recording effective since August, 1942.

★ ★ ★

The new Victor record catalogue—first in three years—lists those items on which Victor now concentrates production. Although in the field of classical records only the most popular ones are being manufactured—"the music America loves best"—scores of worthwhile items are available. A new, complete Columbia catalogue, superseding the 1942 edition is promised for early delivery.

★ ★ ★

Record sets which I have recommended during the year may offer a guide to Christmas giving—if you keep in mind the tastes of the recipient. Here are sets in the orchestra, chamber and instrumental fields I should like to discover in my stocking on December 25, 1943. Concerto, vocal and light music will be recommended next month.

Top rank in popularity goes to albums of orchestral music. Works by Russian composers range from the old favorite by Rimsky-Korsakoff, *Scheherazade*, in Victor Set 920, \$5.50, to Stravinsky's effective ballet *Firebird Suite*, Victor Set 933, \$3.50, and modernist Shostakovich's *Symphony No. 5*, Columbia Set 520, \$5.50. Sibelius' moving *Symphony No. 7* qualifies in Victor Set 922, \$3.50. Ravel's colorful *Rhapsodie Espagnole* in Columbia Set X234, \$2.50, and Fauré's *Pelléas et Mélisande-Incidental Music* in Victor Set 941, \$2.50, represent the output of the French school. Likely to please more listeners, however, are Beethoven's robust *Symphony No. 1*, Columbia Set 535, \$4.50, and Schubert's melodious *Symphony No. 5*, Columbia Set 366, \$4.50.

Nine sets of instrumental and chamber music stand out. Columbia's Record Classics offer Bach's *Brandenburg Concertos* in Set 249, \$8.25, which I would purchase before the remainder of the *Concertos* in Columbia Set 250, \$6.50. Listeners who know the repertoire for small chamber groups are familiar with most of the other selections even though their beauty hides behind unappealing titles: Mozart's *Quintet in G Minor*, Columbia Set 526, \$4.50; Schubert's *Trio No. 1*, Victor Set 923, \$4.50; Schumann's *Quintet in E Flat*, Columbia Set 533, \$4.50; Beethoven's *Quartet No. 11*, Columbia Set 519, \$3.50, and his *Quartet No. 12*, Columbia Set 537, \$5.50. Chopin's *Preludes* for piano, Columbia Set 523, \$4.50, include several of this composer's most rewarding short numbers. *Gypsy Melodies*, Columbia Set 513, \$2.50, presents tunes likely to please everyone who enjoys fine fiddling.

POPULAR & MISCELLANEOUS

Abraham-Helm-Gamse: *It Takes a Kiss to Catch a Kiss & Tic Tac Toe*. Harry Harden and His Musette Orchestra. 2 sides, Decca 4421. 35c. Spirited polkas played by a small orchestra. Quiet surfaces.

Interpretation AA

Fidelity of Recording AA

Hammerstein-Rodgers: *Oklahoma—Oh, What a Beautiful Mornin' & People Will Say We're in Love*. Sinatra (baritone). 2 sides, Columbia 36682. 50c. Two songs from the current Broadway hit sung in usual dirge fashion by the crooner who swoons 'em.

Interpretation B

Fidelity of Recording AA

Heyman-Green: *Hello My Lover Goodbye & Mercer-Van Heusen:* *Blue Rain*. Wain (soprano). 2 sides, Bluebird 30-0816. 35c. Bea Wain exhibits her distinctive style in these "vocal dances" of the moment.

Interpretation A

Fidelity of Recording AA

Loeser: *What do You do in the Infantry? & Willson-Parsons:* *Ke-Toky-I-O*. The Sportsmen (male vocal quartet). 2 sides, Decca 18562. 50c. Snappy, amusing songs. Quiet surfaces.

Interpretation AA

Fidelity of Recording AA

Melvin-Ruth-Williams: *Let the World See Jesus in My Life & Ruth-Williams:* *Mother Don't You Cry if Your Son Goes to War*. Selah Jubilee Singers. 2 sides, Decca 7908. 35c. Undistinguished songs in the style of jazz spirituals performed by male voices bristling with rough edges. Surfaces clearly audible.

Interpretation B

Fidelity of Recording B

Nash: *The Face is Familiar*. Nash (Reader). 6 sides, Decca Set 342. \$2.75. Is it possible Ogden Nash's allegedly humorous book is as dull as these excerpts sound to this listener?

Interpretation B

Fidelity of Recording AA

Parker-Charles: *We'll Meet Again & Davis-George-Kent:* *I Never Mention Your Name*. Leonard (tenor). 2 sides, Okeh 6715. 35c. Check clear diction as the principal asset of this singer of popular tunes in strict tempo.

Interpretation B

Fidelity of Recording AA

Swan: *When Your Lover Has Gone & Whiting-Chase:* *My Ideal*. Sullivan (soprano). 2 sides, Decca 18555. 50c. On the credit side, Maxine Sullivan's smooth, intimate style and clear diction has much to recommend it. On the debit side, songs are ordinary; surfaces, audible.

Interpretation A

Fidelity of Recording AA

Von Tilzer-McCree: *Put Your Arms Around Me Honey & McMichon-Bryant:* *Please Don't Sell My Pappy No More Rum*. Clayton McMichen's Georgia Wildcats. (String Band). 2 sides, Decca 6091. 35c. A recoupling of previously released, unexciting, strict tempo performances with vocals. Quiet surfaces.

Interpretation B

Fidelity of Recording AA

Porter-Jones: *Hotcha Cornia & Wilson-Lewis-Plantadosi:* *The Wild Wild Women*. Spike Jones and His City Slickers. (Orchestra and singing). 2 sides, Bluebird 30-0818. 35c. As one who knows the Gypsy Song *Orche Tchornia*, I found more laughs in the burlesque *Hotcha Cornia* than in any other record which has reached my turntable this year. The other side falls short of this mark but on first hearing causes a chuckle or two, also.

Interpretation AA

Fidelity of Recording AA

Riverboat Jazz. Six Jazzbands. 8 sides, Brunswick Set 1010. \$3.50. Presumably an album of jazz played by bands traveling on the Mississippi River but actually one band played on a Mississippi boat while the others preferred Chicago. The bands are led by King Oliver, Dewey Jackson, Jelly Roll Morton, Jimmy Wade, and Albert Wynn, who leads two bands. The selections were recorded between 1926 and 1928. I do not care to hear them a second time. Surfaces noisy.

Interpretation B

Fidelity of Recording C



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